

OCT 13 1925 ✓

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A SON OF HIS FATHER ✓✓

Photoplay in 7 reels ✓✓

From the novel by Harold Bell Wright ✓✓

Screen play by Anthony Coldewey ✓✓

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

"A Son of His Father" Is 7 Reels—6,925 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
HAROLD BELL WRIGHT'S

"A SON OF HIS FATHER"

A VICTOR FLEMING Production

With Bessie Love, Warner Baxter and Raymond Hatton

Screen play by Anthony Coldewey

A Paramount Picture

PURPOSE: To Help You Sell the Picture to the

## "A Son of His Father" the Latest and Novel by Harold Bell Wright,

©CLL 21903

### HAROLD BELL WRIGHT

(Whose newest and best novel, "A Son of His Father," comes to the... Theatre on... as a Paramount picture, directed by Victor Fleming and featuring Bessie Love, Warner Baxter and Raymond Hatton.)

IF there is any man living to whom the much abused term "self-made" applies in its best sense, it is Harold Bell Wright, the most widely-read author in the world, whose latest novel, "A Son of His Father," has been made into a Paramount picture.

He was born with an instinct to sense the good in people. His birthright was a limitless courage and a body almost too frail to sustain it. Added to this ill-health, he lost his mother when he was only ten years old. For the next thirty years his life was just a continuous struggle for existence. His career was beset by physical and material handicaps that would have daunted ninety-nine men out of a hundred. He had few opportunities and these few were insignificant. But in spite of everything, he fought his fight and won, and he is to-day, famous, healthy and wealthy.

He has worked all his life—both with his head and his hands. He has known hunger and hardship. He has experienced the distress of unemployment. He has gone from quarry to factory, from office to mine, seeking work, anything which would enable him to live. But from this background he has learned his lessons, and it was these early trials that gave him his present insight into the human mind, that made him the truly great writer he is to-day.

#### "Jack of All Trades"

Wright was born in the East, but serious illness forced him to seek more healthful climate. He has worked all over the United States, usually as a painter and decorator, as he had a natural aptitude for painting. But, when necessity arose—and that was often—he could turn his hand to any job that came along.

Always, during his boyhood, he had a determination to enter the ministry. He finally entered Hiram College, working his way through, and having his course cut short by illness. He left the college partly equipped for his chosen career. His search for health finally brought him to the Ozark mountains, and there, in addition to writing his first novel, he preached his first sermon.

Added to his natural ability as an orator, he possessed the faculty of

### "SON OF HIS FATHER" NEW WESTERN FILM

Latest Harold Bell Wright  
Novel Paramount Picture



WARNER BAXTER in HAROLD BELL WRIGHT'S  
"A SON OF HIS FATHER"  
A PARAMOUNT PICTURE

Production Mat IPA

#### (Synopsis Story)

THAT the west is not entirely devoid of its 1849 glamour is proven in Harold Bell Wright's newest novel, "A Son of His Father," which Victor Fleming directed for Paramount.

The story, while it takes place in the present period, is filled with much drama, thrills and heart interest and brings to the audience the fact that all the color of yesteryear has not disappeared in the great west.

Bessie Love, a young Irish girl, comes to Tucson, Arizona, to join her brother, a cowboy on Warner Baxter's ranch.

Arriving at her destination, however, the boy is not there to meet her. Baxter receives her kindly and tells her the brother has been sent to the mountains to round up some stray cattle. In reality, the boy has joined a party of cattle smugglers and gamblers.

Baxter, through his friend, Raymond Hatton, gets mixed in a gambling session and loses a controlling interest in his ranch to Walter McGrail, a tool of the cattle smugglers.

### A Fascinating Story of The Ever-Changing West

Bessie Love, Warner Baxter and Raymond Hatton  
Featured in Cast of Picture Which  
Victor Fleming Directed

IN his sphere, Harold Bell Wright is the most popular living author in America. Next to the Bible, Harold Bell Wright is the best-seller in the world.

In filming his latest and greatest novel, "A Son of His Father," Paramount has adhered to the same high standard that has made Zane Grey pictures the outdoor pictures.

The setting of "A Son of His Father" is the fascinating story of the changing west as it noticeably shifts even in the little lapse of time between a son and his father.

Bessie Love, Warner Baxter and Raymond Hatton are featured in the leading roles of the production, adapted for the screen by Anthony Coldewey.

Remember—Harold Bell Wright's 56,000,000 readers are waiting to see "A Son of His Father" on the screen as Paramount has produced it!

#### Cast

Nora .....	Bessie Love
"Big Boy" Morgan .....	Warner Baxter
Charlie Grey .....	Raymond Hatton
Holdbrook .....	Walter McGrail
Zobester .....	Carl Stockdale
Larry .....	Billy Eugene
Indian Pete .....	James Farley
Pablo .....	Charles Stevens
Dolores .....	Valentina Zemina
Wing .....	George Kuwa

### Short Synopsis

ON a westbound train is a young Irish girl, Nora O'Shea, who, after the death of her mother in Ireland, is journeying to Tucson, Arizona, to her brother, Larry, a cowboy of the Morgan Ranch, Las Rosas. She mothers a little, crying baby, the son of a widower, who is taking the body of his dead wife to Tucson to lie beside that of her mother; while the baby, whom the man, a miner, cannot support, is to be handed over to the hated father of the dead woman, one Zobester.

At Tucson the man and baby disappear with the people who came to meet them, and Nora waits in vain for Larry to turn up. She is keeping her second day's vigil at the railway station, which the scene shifts to a



PARAMOUNT

Anything in This Press Sheet May Be Reprinted

Adolph Zukor and Jesse L. Lasky present  
HAROLD BELL WRIGHT'S**"A SON OF HIS FATHER"**

A VICTOR FLEMING Production

With Bessie Love, Warner Baxter and Raymond Hatton  
Screen play by Anthony Coldewey

A Paramount Picture

## SHEET

PURPOSE: To Help You Sell the Picture to the Public.

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WESTERN THRILLER  
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Paramount ProductionBESSIE LOVE IN THE  
PARAMOUNT PICTURE  
"A SON OF HIS FATHER"

Production Mat 1PB

## (Synopsis Story)

THE constant conflict between  
the ever-menacing cattle  
smugglers and the law-abiding  
ranchmen of the Arizona-Mexican  
border is vividly pictured in  
Harold Bell Wright's romantic  
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The setting of the picture is the  
fascinating one of the changing  
west as it noticeably shifts in the  
little lapse of time between a son  
and his father. The production  
was filmed nearly one hundred  
miles from the nearest house, in  
the vast cattle country of south-  
ern Arizona—the actual locale of  
the story as Mr. Wright wrote it.

From Ireland comes Nora  
O'Shea who, after the death of  
her mother, has journeyed to  
Arizona to join her brother, a  
cowboy on "Big Boy" Morgan's  
cattle ranch.

When she arrives in Tucson,  
however, her brother is not there  
to meet her and she is sheltered  
by Morgan, who explains to the  
girl that her brother has gone to  
the mountains to round up some  
stray steers and will not return  
for many days. In reality, the  
boy has become a member of a  
gang of cattle smugglers.

Morgan, in company with his  
college chum, Charlie Grey, gets

## Brief Film Facts

In Tabloid Form

## Featured

Bessie Love, Warner Baxter, Raymond Hatton. You'll go a long  
way before you find a finer combination of players in one picture.

## Producer

Victor Fleming. It was Fleming who directed the first Zane Grey  
production for Paramount, "To the Last Man". Fleming is at his  
best filming an outdoor story of romance and thrills. "A Son of His  
Father" is just such a story.

## Author

Harold Bell Wright. In the past  
eight years Harold Bell Wright's  
books have sold over 10,000,000  
copies, reaching 56,000,000 readers,  
more than half of the population of  
the United States! You have ready-  
made audiences for Wright as soon  
as you announce his name.

## Scenarist

Anthony Coldewey, who collabor-  
ated with Walter Woods on the  
screen play "The Goose Hangs High."

## Cameraman

C. Edgar Schoenbaum.

## In the Cast

Walter McGrail, Charles Stevens,  
James Farley.

## Type of Story

A stirring tale of the Southern  
Arizona border country with the plot  
woven around a band of smugglers  
that is over-running the United  
States. The time is the present, but  
the band, by its daring, has trans-  
formed the civilized into the primi-  
tive. There are mingled with the  
thrills much heart interest and  
comedy.

## Theme

On a Westbound train is a young

Irish girl, Bessie Love, who is jour-  
neying to Tucson to live with her  
brother, a cowboy on Warner Bax-  
ter's ranch. The boy is not at the  
station to meet her. It develops he  
has left the ranch to join a party of  
cattle smugglers and gamblers, head-  
ed by Zobester. Baxter receives the  
girl and lies about her brother.

Baxter gets into a gambling session  
and loses controlling interest in his  
ranch to Walter McGrail, a tool of  
Zobester. With time Miss Love learns  
the truth about her brother and sets  
out to try to win him back to hon-  
esty, but is herself taken captive by  
the smugglers to Mexico.

A series of dramatic events leads  
to her rescue by Baxter, who, in the  
nick of time, is reinforced by troops.  
In the battle, however, the brother  
is shot in an attempt to protect Bax-  
ter and dies in Bessie Love's arms.

The band of smugglers is finally  
broken up and McGrail gives his in-  
terest in the ranch to Miss Love,  
knowing she loves Baxter and Baxter  
loves her.

## The High Spots

"A Son of His Father" was the  
first Harold Bell Wright novel ever  
to be serialized. It ran in McCall's  
Magazine (circulation 2,250,000).

The public, which is turning away  
from the gaudy flapper to the age-  
old ideal of wholesome American  
manhood and womanhood, will find

PUTTING IT  
OVER RIGHT

Your biggest bet in exploiting "A  
Son of His Father" is Harold Bell  
Wright.

When an author has a following of  
more than 56,000,000 readers, and  
then when the newest and finest of  
that writer's works is screened in  
true Paramount style, exhibitors are  
receiving something that outclasses  
the radio lure from every conceivable  
standpoint.

There are few authors whose books  
enter 10,000,000 homes, making the  
customary circuit of five or six other  
readers. In his field Harold Bell  
Wright is the "best seller" in the  
world. Let people know you have a  
Harold Bell Wright-Paramount pic-  
ture to show and see what happens.

Right off the bat, tie-up with local book  
stores—not only on "A Son of His Father"  
but all Harold Bell Wright's stories.

## Teasers:

Who's the most noted SON OF  
HIS FATHER in this town?

What does it mean—he's A SON  
OF HIS FATHER?

Is Theodore Roosevelt, Jr., A SON  
OF HIS FATHER?

Is the Prince of Wales A SON OF  
HIS FATHER?

Special performance: All boys who at-  
tend a showing of the picture with their  
fathers to be admitted free. This will  
result in tickets being sold to others in  
the family.

## Street stunt:

Father and son idea—both to be  
dressed exactly alike. Sign to an-  
nounce your showing, of course.

Run special stories in the paper by  
prominent men who advocate that a father  
should be a pal to his son.

## Ad copy:

How often have you heard it said:  
"He's A SON OF HIS FATHER?"  
It's another way of saying, "Like  
father, like son," meaning that the  
boy is almost an exact counterpart  
of his father. He exhibits the same  
tendencies, his personality is similar,  
he sets out to do the things his  
father did before him, he has the  
same strengths, the same weak-  
nesses.

Offer free tickets for the best an-



world, whose latest novel, "A Son of His Father," has been made into a Paramount picture.

He was born with an instinct to sense the good in people. His birthright was a limitless courage and a body almost too frail to sustain it. Added to this ill-health, he lost his mother when he was only ten years old. For the next thirty years his life was just a continuous struggle for existence. His career was beset by physical and material handicaps that would have daunted ninety-nine men out of a hundred. He had few opportunities and these few were insignificant. But in spite of everything, he fought his fight and won, and he is to-day, famous, healthy and wealthy.

He has worked all his life—both with his head and his hands. He has known hunger and hardship. He has experienced the distress of unemployment. He has gone from quarry to factory, from office to mine, seeking work, anything which would enable him to live.

But from this background he has learned his lessons, and it was these early trials that gave him his present insight into the human mind, that made him the truly great writer he is to-day.

#### "Jack of All Trades"

Wright was born in the East, but serious illness forced him to seek more healthful climate. He has worked all over the United States, usually as a painter and decorator, as he had a natural aptitude for painting. But, when necessity arose—and that was often—he could turn his hand to any job that came along.

Always, during his boyhood, he had a determination to enter the ministry. He finally entered Hiram College, working his way through, and having his course cut short by illness. He left the college partly equipped for his chosen career. His search for health finally brought him to the Ozark mountains, and there, in addition to writing his first novel, he preached his first sermon.

Added to his natural ability as an orator, he possessed the faculty of reaching the hearts of his listeners. He seemed to be able to divine men's thoughts and to interpret and express the things they felt but could not put into words. Besides that, he was as much a man as the rest of the mountaineers. He was friend and material adviser, as well as spiritual leader. He spoke to these people in language that they understood. He minced no words, and they liked him the better for it. He was fearless, he was frank, and he was always sincere.

When he left the mountains and sought a wider field of work, he found people and conditions practically the same. Men and women, wherever he worked, not only accepted his counsel, but sought it. He had a magnetic personality, fine, clean ideals, an utter disregard of his own welfare, health and comfort in his efforts to help others.

And the results of his labors were tangible. In vicious mining camps, in factory towns where there were as many saloons as homes, in all sorts of places, he left behind him people who had learned once more to value the decent things of life. He could have been one of the world's famous preachers, had he not been given a power which, while perhaps not greater than that of preaching, at least gave him a wider field and a larger audience.

#### First Novel

When he started his first novel, "That Printer of Udells," his idea was to read it in instalments to his congregation in a Kansas town as a series of sermons. But friends to whom he submitted the manuscript for criticism pointed out to him that, if he published it, his writings would reach a much greater number of people. He took the advice, and the reception accorded the novel determined his future career.

To-day he has a congregation of millions instead of hundreds. No



WARNER BAXTER in HAROLD BELL WRIGHT'S  
"A SON OF HIS FATHER"  
A PARAMOUNT PICTURE

Production Mat 1PA

#### (Synopsis Story)

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The story, while it takes place in the present period, is filled with much drama, thrills and heart interest and brings to the audience the fact that all the color of yesteryear has not disappeared in the great west.

Bessie Love, a young Irish girl, comes to Tucson, Arizona, to join her brother, a cowboy on Warner Baxter's ranch.

Arriving at her destination, however, the boy is not there to meet her. Baxter receives her kindly and tells her the brother has been sent to the mountains to round up some stray cattle. In reality, the boy has joined a party of cattle smugglers and gamblers.

Baxter, through his friend, Raymond Hatton, gets mixed in a gambling session and loses a controlling interest in his ranch to Walter McGrail, a tool of the cattle smugglers.

As time passes, Bessie Love learns from McGrail the truth about her brother—that he has turned thief. She sets out to try to win him back to honesty. In her attempt, she is herself imprisoned by the smugglers and is about to be taken over the border to Mexico. Baxter, learning of her plight, sets out to rescue her. A thrilling battle follows between the ranchmen and the smugglers.

The result of which leads up to a smashing climax for the story and calls into action an entire company of United States cavalry. Immediately following this scene, comes a second ripping climax that is entirely unexpected and that is put upon the screen in the way that only that master of thrills, Victor Fleming, is capable.

Miss Love, Baxter and Hatton are featured in the principal roles of the production, opening at the ..... on ..... next. Other prominent names in the cast include Carl Stockdale, Billy Eugene, James Farley, Charles Stevens, Valentina Zemina and George Kuwa.

Anthony Coldewey wrote the screen play.

minister who ever lived has approached his influence for good. No author writing to-day is as widely read or better loved. There is not a village in the country where he has not entrenched himself. He has written a dozen books that have been read and re-read. That they have fulfilled a real mission and that they have done a great and lasting good, the whole world openly acknowledges.

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Bessie Love, Warner Baxter and Raymond Hatton are featured in the leading roles of the production, adapted for the screen by Anthony Coldewey.

Remember—Harold Bell Wright's 56,000,000 readers are waiting to see "A Son of His Father" on the screen as Paramount has produced it!

#### Cast

Nora .....	Bessie Love
"Big Boy" Morgan .....	Warner Baxter
Charlie Grey .....	Raymond Hatton
Holdbrook .....	Walter McGrail
Zobester .....	Carl Stockdale
Larry .....	Billy Eugene
Indian Pete .....	James Farley
Pablo .....	Charles Stevens
Dolores .....	Valentina Zemina
Wing .....	George Kuwa

## Short Synopsis

ON a westbound train is a young Irish girl, Nora O'Shea, who, after the death of her mother in Ireland, is journeying to Tucson, Arizona, to her brother, Larry, a cowboy of the Morgan Ranch, Las Rosas. She mothers a little, crying baby, the son of a widower, who is taking the body of his dead wife to Tucson to lie beside that of her mother; while the baby, whom the man, a miner, cannot support, is to be handed over to the hated father of the dead woman, one Zobester.

At Tucson the man and baby disappear with the people who came to meet them, and Nora waits in vain for Larry to turn up. She is keeping her second day's vigil at the railway station, which the scene shifts to a hotel, where a noted author is questioning an old-timer, named Dayton, as to whether there isn't any real Wild West, such as he has come to see in order to get material for a forthcoming red-blooded novel. Dayton points out several real Westerners, who, to the author's disappointment, look like sleek, retired business men. Then a handsome, strapping young man enters in the person of Big Boy Jack Morgan, owner of Los Rosas Ranch. Dayton tells the author that young Morgan, although a college graduate, is a real Westerner, as was his father before him. Later he introduces Morgan, who seems to have something on his mind, and who states that he is tallying his cattle; also that he is looking for his cowboy, Larry O'Shea, who has mysteriously disappeared, and left him

handed. Subsequently, Dayton repairs to the local banker's place of business and confides to the banker (both life-long friends of Big Boy Morgan's parents, and of Big Boy himself) that something is worrying the boy. Morgan, it transpires, has been gambling at a notorious joint, run by One Lung Pete, supposedly the tool of the machinating and wealthy Zobester. The fact that a tally of the cattle is never taken on the big ranches unless it is suspected that thievery is going on is also brought out in the talk.

Morgan's chief trouble is that, when visiting the Philadelphia Greys, whose son, his pal, is now visiting him at the ranch, he got into a gambling set, and lost a controlling interest in Las Rosas to Holdbrook, also now at the ranch, and also allied with the gambling and smuggling element, secretly headed by Zobester. Nora's brother Larry had been induced to join the same gang, having left Las Rosas before Nora's letter had arrived. Hearing of the girl's presence at the station, Zobester orders his secretary to bring her to his home. However, the old man's one weakness is a love for babies, and, hearing of her kindness to his little grandson on the train, he suavely puts her on the road to Las Rosas. At the ranch, Morgan and his cowboys receive the girl kindly, and lie about her brother. She makes every man on the ranch her friend, refuses some proposals of marriage and conquers the hearts of both Morgan and Holdbrook, the latter throwing over a Spanish girl, whom he had promised to marry, for Nora's sake. The senorita, Dolores, however, is in love with Pablo, a Mexican; and the latter tells Nora the truth about her brother. Nora sets out to try and win Larry back to honesty but is herself imprisoned by the smugglers and about to be taken to Mexico. A series of dramatic events lead to her rescue by Morgan, who, in the nick of time is reinforced by troops, the shooting of Larry, who dies in Nora's arms, the repentance of Holdbrook, who gives his interest in Las Rosas to Nora, knowing that she loves Morgan, and that Morgan loves her, the final happiness of the two lovers and the breaking up of the smugglers and gamblers.



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Arner Baxter and Raymond Hatton are the leading roles of the production, adapted for the screen by Anthony Coldewey.

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## Cast

Bessie Love  
Warner Baxter  
Raymond Hatton  
Walter McGrail  
Carl Stockdale  
Billy Eugene  
James Farley  
Charles Stevens  
Valentina Zemina  
George Kuwa

## Plot Synopsis

in is a young Irish girl, Nora O'Shea, who, after her mother in Ireland, is journeying to Tucson, Arizona, where Larry, a cowboy of the Morgan Ranch, Las Vegas, is waiting for her. She has a little, crying baby, the son of a widower, who she has brought to Tucson to lie beside that of her dead wife. The man, a miner, cannot support the baby, whom the man, a miner, cannot support to the hated father of the dead woman, one

and baby disappear with the people who came to Tucson in vain for Larry to turn up. She is keeping the baby at the railway station, which the scene shifts to a town where the author is questioning an old-timer, named Dayton, who is a real Wild West, such as he has come to see the town for a forthcoming red-blooded novel. Dayton is a Westerner, who, to the author's disappointment, is a business man. Then a handsome, strapping young man, son of Big Boy Jack Morgan, owner of Los Rosas, comes to the author that young Morgan, although a college student, as was his father before him. Later he seems to have something on his mind, and who is his cattle; also that he is looking for his cow-

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however, is in love with Pablo, a Mexican; and the truth about her brother. Nora sets out to try and rescue him but is herself imprisoned by the smugglers and the Mexicans. A series of dramatic events lead to her rescue by the nick of time is reinforced by troops, the shooting of Nora's arms, the repentance of Holdbrook, who gives Las Rosas to Nora, knowing that she loves Morgan, and that the final happiness of the two lovers and the breaking of the gambling.



BESSIE LOVE IN THE  
PARAMOUNT PICTURE  
"A SON OF HIS FATHER"

Production Mat 1PB

### (Synopsis Story)

THE constant conflict between the ever-menacing cattle smugglers and the law-abiding ranchmen of the Arizona-Mexican border is vividly pictured in Harold Bell Wright's romantic novel, "A Son of His Father," a Victor Fleming-Paramount production which opens at . . . at the . . .

The setting of the picture is the fascinating one of the changing west as it noticeably shifts in the little lapse of time between a son and his father. The production was filmed nearly one hundred miles from the nearest house, in the vast cattle country of southern Arizona—the actual locale of the story as Mr. Wright wrote it. From Ireland comes Nora O'Shea who, after the death of her mother, has journeyed to Arizona to join her brother, a cowboy on "Big Boy" Morgan's cattle ranch.

When she arrives in Tucson, however, her brother is not there to meet her and she is sheltered by Morgan, who explains to the girl that her brother has gone to the mountains to round up some stray steers and will not return for many days. In reality, the boy has become a member of a gang of cattle smugglers.

Morgan, in company with his college chum, Charlie Grey, gets into a gambling session and loses the larger portion of his ranch to Holdbrook, a tool of the smugglers.

In time, Nora learns the truth about her brother and sets out to win him back to honesty. In her effort, she is herself imprisoned by the smugglers and about to be carried over the border. Morgan, learning of her fate, summons his ranchhands and tracks down the men.

In a battle between the two factions—in which more than one thousand men take part—the girl is rescued. The death of her brother, a battle between the smugglers and the United States cavalry and the regaining of the ranch by Morgan form a series of intensely dramatic events that goes to make an even more powerful and thrilling climax to the picture.

Bessie Love, Warner Baxter and Raymond Hatton are featured in the leading roles of the production which was adapted for the screen by Anthony Coldewey. This is Baxter's first "crack" at a western role. Bessie Love, as Nora O'Shea, has a role similar to that in which she made her first screen appearance. Hatton gives a great comedy characterization.

Walter McGrail, in a "heavy" role, heads the strong supporting cast which includes, among other big names, James Farley, Billy Eugene, Carl Stockdale and Charles Stevens.

Father" is just such a story.

### Author

Harold Bell Wright. In the past eight years Harold Bell Wright's books have sold over 10,000,000 copies, reaching 56,000,000 readers, more than half of the population of the United States! You have ready-made audiences for Wright as soon as you announce his name.

### Scenarist

Anthony Coldewey, who collaborated with Walter Woods on the screen play "The Goose Hangs High."

### Cameraman

C. Edgar Schoenbaum.

### In the Cast

Walter McGrail, Charles Stevens, James Farley.

### Type of Story

A stirring tale of the Southern Arizona border country with the plot woven around a band of smugglers that is over-running the United States. The time is the present, but the band, by its daring, has transformed the civilized into the primitive. There are mingled with the thrills much heart interest and comedy.

### Theme

On a Westbound train is a young Irish girl, Bessie Love, who is journeying to Tucson to live with her brother, a cowboy on Warner Baxter's ranch. The boy is not at the station to meet her. It develops he has left the ranch to join a party of cattle smugglers and gamblers, headed by Zobester. Baxter receives the girl and lies about her brother.

Baxter gets into a gambling session and loses controlling interest in his ranch to Walter McGrail, a tool of Zobester. With time Miss Love learns the truth about her brother and sets out to try to win him back to honesty, but is herself taken captive by the smugglers to Mexico.

A series of dramatic events leads to her rescue by Baxter, who, in the nick of time, is reinforced by troops. In the battle, however, the brother is shot in an attempt to protect Baxter and dies in Bessie Love's arms.

The band of smugglers is finally broken up and McGrail gives his interest in the ranch to Miss Love, knowing she loves Baxter and Baxter loves her.

### The High Spots

"A Son of His Father" was the first Harold Bell Wright novel ever to be serialized. It ran in McCall's Magazine (circulation 2,250,000).

The public, which is turning away from the gaudy flapper to the age-old ideal of wholesome American manhood and womanhood, will find honest enjoyment and real refreshment in "A Son of His Father." It is the most vigorous, the most stirring and the most appealing of the famous line of novels which have made Harold Bell Wright pre-eminent.

—and Paramount has produced the picture with all the high talent, painstaking care, elaborate settings and atmosphere of class that only Paramount outdoor pictures possess.

A great author, a great cast, a great story, plus action, heart-interest, melodrama, thrills and interest go to make "A Son of His Father" a picture worth playing up, heart and soul, hammer and tongs!

A few of the big scenes in the production include the roundup of the cattle rustlers, calling into action an entire company of U. S. cavalry; Baxter disarms one of the thieves with a long, wicked looking whip. The fight between Baxter and Walter McGrail is another "punch" scene—take it any way you want.

## PUTTING IT OVER RIGHT

Your biggest bet in exploiting "A Son of His Father" is Harold Bell Wright.

When an author has a following of more than 56,000,000 readers, and then when the newest and finest of that writer's works is screened in true Paramount style, exhibitors are receiving something that outclasses the radio lure from every conceivable standpoint.

There are few authors whose books enter 10,000,000 homes, making the customary circuit of five or six other readers. In his field Harold Bell Wright is the "best seller" in the world. Let people know you have a Harold Bell Wright-Paramount picture to show and see what happens.

Right off the bat, tie-up with local book stores—not only on "A Son of His Father" but all Harold Bell Wright's stories.

Who's the most noted SON OF HIS FATHER in this town?

What does it mean—he's A SON OF HIS FATHER?

Is Theodore Roosevelt, Jr., A SON OF HIS FATHER?

Is the Prince of Wales A SON OF HIS FATHER?

Special performance: All boys who attend a showing of the picture with their fathers to be admitted free. This will result in tickets being sold to others in the family.

Street stunt: Father and son idea—both to be dressed exactly alike. Sign to announce your showing, of course.

Run special stories in the paper by prominent men who advocate that a father should be a pal to his son.

Ad copy: How often have you heard it said: "He's A SON OF HIS FATHER?" It's another way of saying, "Like father, like son," meaning that the boy is almost an exact counterpart of his father. He exhibits the same tendencies, his personality is similar, he sets out to do the things his father did before him, he has the same strengths, the same weaknesses.

Offer free tickets for the best answers as to the meaning of the title. (See box bottom of this column.)

There ought to be some sort of stunt to be run in the "Births" column of a local paper. Something along the line—"Big Boy" Morgan—A SON OF HIS FATHER. It's a Victor Fleming-Paramount production coming to the . . . Theatre on . . .

See list of Paramount exploiters on page three. Get in touch with the man assigned your territory and put "A Son of His Father" over right.

There are laughs galore, too. Bessie Love backing into a giant cactus. She also has quite a time with a none too friendly bull, landing on the other side of the fence just in time.

Hatton, also, has his finest screen role in "A Son of His Father." As Charley Grey, from Philadelphia, he's a "sketch."

## WHAT THE TITLE "A SON OF HIS FATHER" MEANS

"Every man has inherited a kingdom—something, I mean, which belongs to that one man alone because he is the son of his father. And the greatest service one soul can give to another is just to help him keep this kingdom, which is his, or—if by any mishap he has lost it—to help put him back again on his throne."

HAROLD BELL WRIGHT.

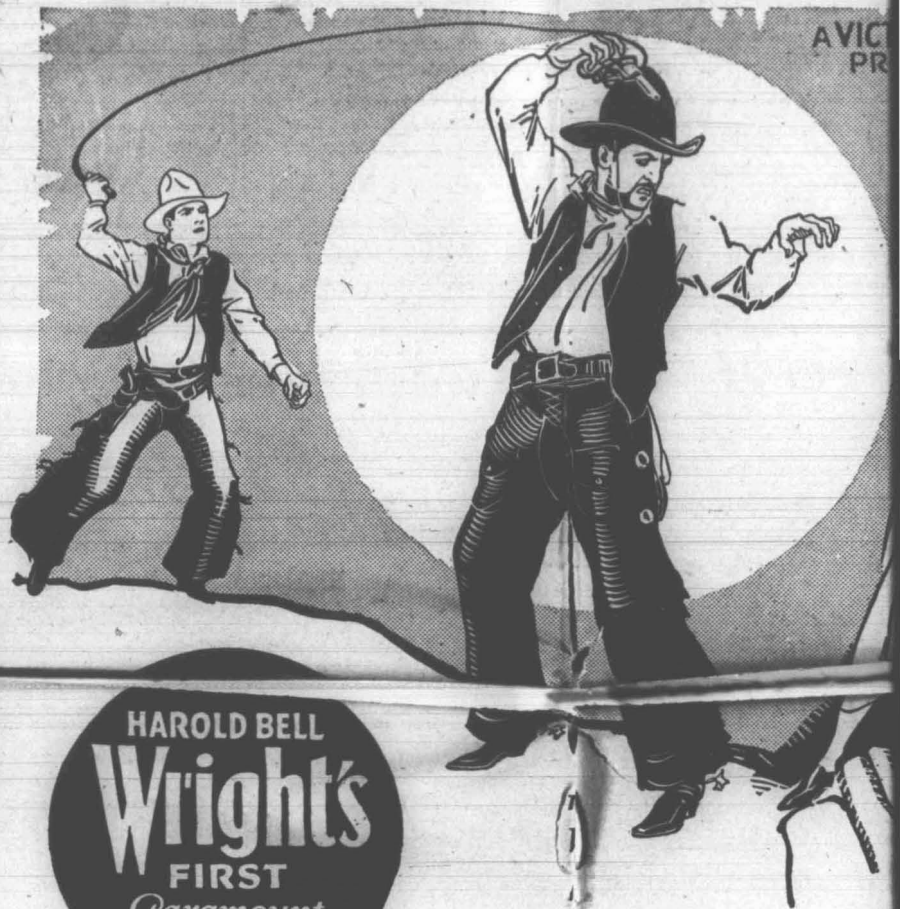




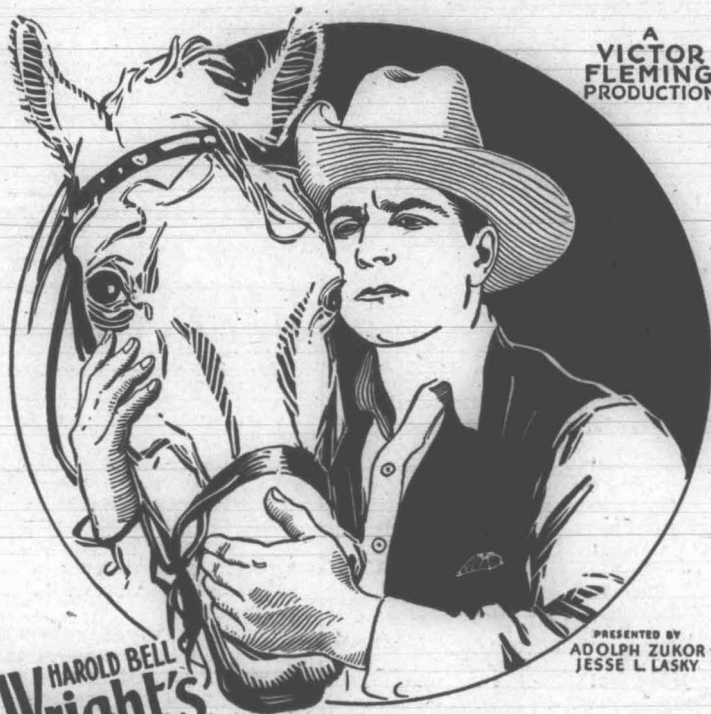
BESSIE LOVE AND WARNER BAXTER IN HAROLD BELL WRIGHT'S  
PARAMOUNT PICTURE "A SON OF HIS FATHER"

Two-column Production Mat 2P

## The Picture You've Waite



## The Western Classic



HAROLD BELL  
Wright's  
FIRST  
Paramount Picture  
with  
BESSIE LOVE  
WARNER BAXTER  
RAYMOND HATTON

THE masterpiece of  
America's most pop-  
ular writer, Harold Bell  
Wright. A clean, fast ad-  
venture-romance of Ari-  
zona of yesterday and to-  
day.

## "A SON OF HIS FATHER"

Screen play by Anthony Coldeway—Photographed by C. Edgar Schoenbaum

Two-column Press Advertisement 2A

HAROLD BELL  
Wright's  
FIRST  
Paramount  
Picture

with  
BESSIE LOVE  
WARNER BAXTER  
RAYMOND HATTON

## "A SON OF HIS FATHER"

Three-column Newspaper Advertisement 3A

## Catchy Catchlines to Catch

All America doesn't live on Broadway. See  
the REAL America in "A Son of His Father."

Harold Bell Wright  
author now.

It's a story that delighted the two mil-  
lion readers of McCall's Magazine.

The great novel that is now a best seller in  
every town in America.

You can't best the Irish—even when you  
transplant them to Arizona.

The story of "A Son of His Father" and the  
"Wonder Girl" who made him worthy of his  
family name.

You can't go wrong with Wright.

The book is now on the stands and selling  
like wildfire. See the picture.

A son of his father—  
A daughter of Mother  
—and a whole generati-  
on into an hour.

A Western thriller tha-  
the Twentieth Century I  
luxurious.

He had to fight to prov-  
His Father."

Four out of every fi-  
Harold Bell Wright.  
Five out of five will like

For the sake of a girl an-  
"A Son of His Father."

### NEW-STYLE FRAMES

Two new items have been added to Paramount  
Ad Sales material. One is a neat and classy card-  
board frame to hold a single still. Suitable for the  
highest class windows and store displays. Price to  
exhibitors, 15c each. The other is a combination  
22 x 28 lobby frame which accommodates either  
four 11 x 14's or a 22 x 28. It sells for \$2.00. The  
plain 22 x 28 frames, at \$1.50 each, are also available.

### TRAILER

National Screen Service  
Inc., issues an excellent  
Service Trailer on "A  
Son of His Father."  
See Price List on Page 4.

## The Bigges



Picture You've Waited For!



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ARNER BAXTER  
AYMOND HATTON

# SON OF HIS FATHER

Three-column Newspaper Advertisement 3A

## Catchlines to Catch Crowds

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Harold Bell Wright is a Paramount star  
author now.

A son of his father—  
A daughter of Mother Machree—  
—and a whole generation of thrills packed  
into an hour.

A Western thriller that sweeps along like  
the Twentieth Century Limited—and just as  
luxurious.

He had to fight to prove himself "A Son of  
His Father."

Four out of every five Americans read  
Harold Bell Wright.

Five out of five will like him on the screen!

For the sake of a girl and the family honor—  
"A Son of His Father."

HAROLD BELL  
Wright's  
FIRST  
Paramount Picture

## "A SON OF HIS FATHER"



HAROLD BELL WRIGHT'S  
56,000,000 readers have been  
waiting to see his greatest novel on  
the screen. Well, it's here! And  
it's THERE!

Lightning riders — two-fisted  
fighters — majestic mountains —  
amazing adventures—and a won-  
derful girl.

REST  
of  
BILL

Two-column Supplementary Press Ad 2ASX

## Big Advertising Campaign

The biggest advertising campaign ever conducted  
for the exploitation of a novel is being launched for the  
Harold Bell Wright book, "A Son of His Father."

Contracts provide for space in "The Saturday  
Evening Post," "Ladies Home Journal," "McCall's,"  
"American Magazine" and 7,042 newspapers in the  
United States.

This makes possible the biggest book tie-ups ever  
effected. See your local book shops and arrange a co-  
operative plan of exploitation.



THE biggest film  
event of the year  
—the first Harold Bell  
Wright — Paramount  
Picture. His newest  
and best novel, flaw-  
lessly screened.

One-column Press Ad 1A

## RIALTO



## "A SON OF HIS FATHER"

A Victor Fleming Production

BESSIE LOVE, WARNER BAXTER  
RAYMOND HATTON

One-column Press Ad 1AX

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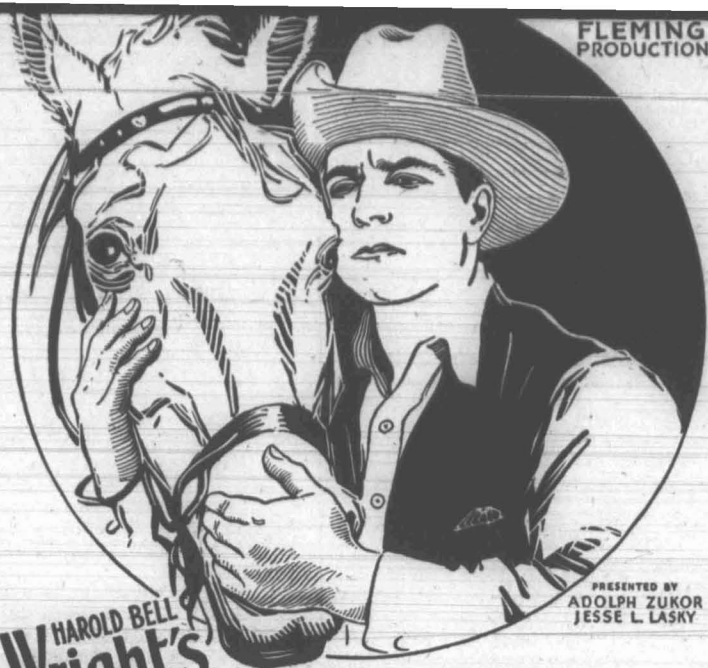
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on Page 4.

# The Biggest Film Event of the Year

HAROLD BELL WRIGHT

HAROLD BELL





**HAROLD BELL  
WRIGHT'S**  
FIRST  
Paramount Picture  
with  
**BESSIE LOVE  
WARNER BAXTER  
RAYMOND HATTON**

THE masterpiece of America's most popular writer, Harold Bell Wright. A clean, fast adventure-romance of Arizona of yesterday and today.

Picture  
with **BESSIE LOVE  
WARNER BAXTER  
RAYMOND HATTON**

# "A SON OF HIS FATHER"

Three-column Newspaper Advertisement 3A

## Catchy Catchlines to Catch

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Harold Bell Wright author now.

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You can't best the Irish—even when you transplant them to Arizona.

The story of "A Son of His Father" and the "Wonder Girl" who made him worthy of his family name.

You can't go wrong with Wright.

The book is now on the stands and selling like wildfire. See the picture.

A son of his father—  
A daughter of Mother—  
—and a whole generation  
into an hour.

A Western thriller the Twentieth Century luxurious.

He had to fight to prove his father.

Four out of every five  
Harold Bell Wright.  
Five out of five will

For the sake of a girl  
"A Son of His Father"

## "A SON OF HIS FATHER"

Screen play by Anthony Coldeway—Photographed by C. Edgar Schoenbaum

Two-column Press Advertisement 2A

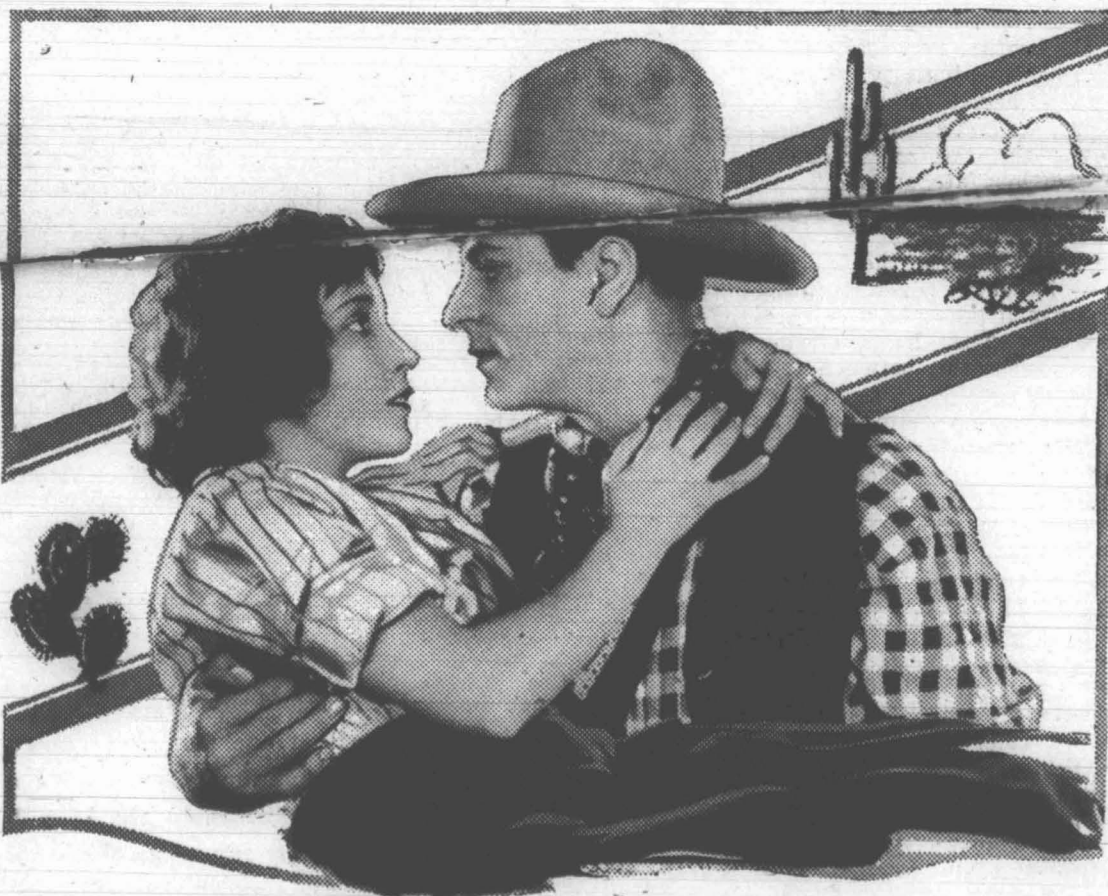
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### TRAILER

National Screen Service Inc., issues an excellent Service Trailer on "A Son of His Father." See Price List on Page 4.

## The Bigge



BESSIE LOVE AND WARNER BAXTER IN A SCENE FROM HAROLD BELL WRIGHT'S PARAMOUNT PICTURE "A SON OF HIS FATHER"

Three-column Production Mat 3P





LOVE  
BAXTER  
HATTON

THE latest and greatest novel  
by the most widely read  
author in the world. A vigor-  
ous, stirring story of the west.  
Filmed by the same company  
that gave you "The Covered  
Wagon" and the popular Zane  
Grey pictures.

# ON OF HIS FATHER

Three-column Newspaper Advertisement 3A

## atchlines to Catch Crowds

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Son of His Father."

Harold Bell Wright is a Paramount star  
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A son of his father—  
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Five out of five will like him on the screen!

For the sake of a girl and the family honor—  
"A Son of His Father."

"American Magazine and Joseph  
United States.

This makes possible the biggest book tie-ups ever  
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One-column Press Ad 1A

RIALTO



## A SON OF HIS FATHER

A Victor Fleming Production.  
BESSIE LOVE, WARNER BAXTER  
RAYMOND HATTON

One-column Press Ad 1AX

## The Biggest Film Event of the Year



With  
BESSIE LOVE  
WARNER BAXTER  
RAYMOND HATTON

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A VICTOR  
FLEMING  
PRODUCTION

# A SON OF HIS FATHER

Four-column Newspaper Advertisement 4A



Advance Publicity Stories  
Specials and Press Reviews  
For Your Local Newspapers.

# "A SON OF HIS FATHER"

Paramount Production, With Bessie Love, Warner Baxter and Raymond Hatton

This is the 3' x 10' Colored Banner on "A Son of His Father"

## "A SON OF HIS FATHER" BEST "WESTERN" TO DATE

Latest Harold Bell Wright Novel Victor Fleming-Paramount Production, With Bessie Love, Warner Baxter, Raymond Hatton

A STORY based upon fact and photographed upon the scene of its actual happening with many of the real characters taking part, is Harold Bell Wright's "A Son of His Father," a Victor Fleming Paramount production which will be shown at the.....on.....

In Harold Bell Wright's country near Tucson, Arizona, it is said that several years ago an incident similar to the plot of the story actually took place. From this Mr. Wright obtained the theme for his novel.

To film the story in keeping with its atmosphere, Paramount dispatched an entire company of almost two-hundred persons to a location seventy miles from Tucson, Arizona, and but a few miles from the Mexican border. Not far from this location the real incident occurred.

The story of "A Son of His Father" is the fascinating one of the changing west and concerns a desperate uphill battle against invading smugglers who attempt to gain possession of a ranch. Many of the extra players engaged on the location actually took part in the real encounter between the ranchmen and the smugglers.

Featured players in the production are Bessie Love, Warner Baxter and Raymond Hatton. The story was adapted for the screen by Anthony Coldewey. Walter McGrail heads the supporting cast which includes Charles Stevens, Carl Stockdale, Billy Eugene, James Farley, Valentina Zemina and George Kuwa.

There's heart interest and comedy mixed with the thrills in this greatest "western" of them all—the first Harold Bell Wright story made into a Paramount picture. And it's done in real Paramount style!

### Arizona the Scene of "A Son of His Father"

The setting of the new Victor Fleming production for Paramount, "A Son of His Father," adapted for the screen by Anthony Coldewey from Harold Bell Wright's best selling novel by that name, is the fascinating one of the changing west as it noticeably shifts in the brief lapse of time between father and son.

Bessie Love, Warner Baxter and Raymond Hatton are featured in the cast of the production, a stirring tale of the Arizona border with the plot woven around a band of cattle smugglers that is over-running the state. One of the big scenes shows a stampede of more than one-hundred horses.

The time is the present, but the band by its daring has transformed the civilized into the primitive. There are heart-interest and sympathy mingled with thrills and comedy.

Walter McGrail, recently seen in the Jack London story, "Adventure," heads the strong supporting cast. Other big names are Charles Stevens, Carl Stockdale, James Farley and Billy Eugene.

"A Son of His Father" is the first Harold Bell Wright novel to be screened by Paramount—and it's done in true Paramount style.

### Walter McGrail "Heavy" In "Son of His Father"

Everybody takes a wallon at Wal-

A chip off  
the old block—

A SON OF  
HIS FATHER

A Paramount  
Picture

Novelty Type Ad

### "A Son of His Father" Has a Capital Cast

Bessie Love, Warner Baxter and  
Raymond Hatton Featured  
in New Film

A SON OF HIS FATHER" Harold  
Bell Wright's first novel to be

a Victor Fleming production which opens a.....day run on..... next at the.....theatre, has a capital cast of principal players.

Bessie Love, Warner Baxter and Raymond Hatton are featured in the leading roles of the production, which was written for the screen by Anthony Coldewey.

In "A Son of His Father," Bessie Love in the role of the Irish miss, Nora O'Shea who, after the death of her moth, journeys to Tucson, Arizona to live with her brother on a ranch, plays a part superior to anything she has ever done before. It was in this type of role that Miss Love made her first appearance. According to advance reports you'll fall in love with Love in this picture.

Warner Baxter appears for the first time in a western role in this picture. Not, however, in a wild and wooly cowboy role, but rather as a westerner really is.

Raymond Hatton—you remember him in "Adventure" and "In the Name of Love"—as Baxter's college chum, Charlie Grey from Philadelphia, has a part of unusual importance—a part that enables him to be even funnier than the fans found him in either of the two aforementioned pictures.

Walter McGrail stands out at the head of the strong supporting cast in a more or less "heavy" role. Charles Stevens, Carl Stockdale, Billy Eugene, Valentina Zemina and George Kuwa all have true-to-type roles.

It was Victor Fleming who directed the first Zane Grey-Paramount production, "To the Last Man." You know what he did with that! Now see how he has handled Harold Bell Wright's latest and finest story of the ever-changing west.

### Stampede Big Scene in "A Son of His Father"

Directing a stampede of one-hundred horses in one scene was the accomplishment achieved by Victor Fleming while on location in Southern Arizona directing Harold Bell Wright's "A Son of His Father" for Paramount.

The story of "A Son of His Father" is one of tremendous sweep and has for its basic theme the terrific battle of the ranchmen on the Mexican border against a band of smugglers.

To regain a herd of horses stolen from him by the band, Warner Baxter swoops down upon the rustler's headquarters and single handed works the animals into a stampede so they will charge out of their enclosure.

Featured players in "A Son of His Father" are Bessie Love, Warner Baxter and Raymond Hatton. Other players prominent in the picture include Walter McGrail, James Farley, Valentina Zemina, Carl Stockdale, Billy Eugene and Charles Stevens.

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### PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiter:

ANSLEY, SEYMOUR	1610 Davenport St.	Omaha, Neb.
BALSLEY, LEE D.	265 South Front Street	Memphis, Tenn.
BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
FRANKLIN, KENTON	514 West Grand Ave.	Oklahoma City, Okla.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MALONE, TED	211 South Mint Street	Charlotte, N. C.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
MEDELSSOHN, WILLIAM	1219 Vine St.	Philadelphia, Pa.
MCDONERNEY, JOHN E.	205 Victoria St.	Toronto, Can.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E 2nd South St.	Salt Lake City, Utah
PUTNAM, LUTHER L.	501 Soledad Street	San Antonio, Tex.
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1013 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	116 W. Michigan St.	Indianapolis, Ind.
WIEST, JAMES M.	110 North Lee St.	Jacksonville, Fla.
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
WRIGHT, WILLIAM H.	251 N. 5th St.	Columbus, Ohio
ZELTNER, IRWIN	1563 E. 21st St.	Cleveland, Ohio

## Press Reviews

### "A Son of His Father"

If Horace Greeley had lived in the twentieth century, his famous bit of advice might have been heeded by twice as many youths. If Horace had seen a western picture like "A Son of His Father" which opened at the.....Theatre last night, he might have "gone west" himself. Such beauty of scenery has never been seen before.

The story, written by Harold Bell Wright, was photographed on the actual locale the author mentions in his book. Arizona with its rolling plains of arid wastes, the grand canyon and the majestic Colorado flowing through it—all these are shown. Just seeing them would make your evening at the movies a success.

But when this gorgeous wild country serves as a background for one of the most interesting stories that has ever been photographed, one's cup of joy should be filled to overflowing. "A Son of His Father" is Wright at his best. Real men, not the cow-boys of imagination are shown.

A scene showing a troop of United States cavalry coming to the rescue of the hero and heroine will make you want to rise right out of your seat and cheer. The stampede of a hundred horses from the smuggler's corral puts over a thrill. The swooping down of the smugglers on a victim's cattle crams some more action into a picture already jammed full of rip-roaring pep.

"When Paramount makes a 'Western,' it becomes a 'Western' in the real sense of the word."

their never ending quarrel with the ranchers. Morgan is a young rancher who has sworn to clear Arizona of those men who over-run it. Then—little Nora, a young Irish girl arrives on the scene.

Morgan asks her to stay at his house till her brother returns. He tells her that he has gone to the hills after some cattle. In reality he has joined the smugglers. A tale of intense drama ensues.

The beauty of the surroundings and the fast action of this tale will rouse you as nothing else ever has. It is entertainment with a capital "E".

A fine cast is headed by Warner Baxter, Bessie Love and Raymond Hatton. Other players include Walter McGrail, Carl Stockdale, Billy Eugene, James Farley, Charles Stevens, Valentina Zemina and George Kuwa.

Victor Fleming the producer of "Empty Hands," "Adventure" and "The Devil's Cargo" directed "A Son of His Father." Anthony Coldewey, scenarized Wright's novel. It's a Paramount Picture at the..... Theatre all this week.

### "Airplane" Fil

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Let the Fans Know It's the  
"Best Show in Town" With  
This Wealth of Material

This is the 3' x 10' Colored Banner on "A Son of His Father"

**"A Son of His Father"**  
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Bessie Love, Warner Baxter and  
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**A SON OF HIS FATHER** Harold  
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It was Victor Fleming who direct-  
ed the first Zane Grey-Paramount  
production, "To the Last Man." You  
know what he did with that! Now  
see how he has handled Harold Bell  
Wright's latest and finest story of  
the ever-changing west.

**Special Stories**

**Warner Baxter "Outstunts" Famous "Stunt" Man  
For Scene in Paramount's "A Son of His Father"**

**DURING** the filming of Harold Bell Wright's "A Son of His  
Father" on location in southern Arizona, two expert horsemen  
rode seventy miles—from Tucson to the motion picture location camp  
—hoping to double for Warner Baxter and Bessie Love in some of the  
riding scenes for the production.

They arrived at camp while Di-  
rector Victor Fleming was rehears-  
ing a difficult riding scene with War-  
ner Baxter. The scene called for  
Baxter to vault into a saddle and  
then, riding at top speed, leap over  
a canyon fifteen feet wide.

The two men watched the scene  
rehearsed once and then turned. "I  
guess they don't need us, Bill," one  
of them was heard to remark as they  
started back toward town. "That  
feller just did something I wouldn't  
have done for all the rodeo money  
in the world."

Raymond Hatton completes the  
trio of players featured in the prin-  
cipal roles of the production, written  
for the screen by Anthony Coldewey.  
Other big names in the cast are  
Walter McGrail, in a "heavy" role;  
Charles Stevens, James Farley, Billy  
Eugene, Carl Stockdale, Valentina  
Zemina and George Kuwa.

"A Son of His Father," which will  
be shown at the... Theatre on  
....., is the newest and finest  
novel by one of the most popular  
western authors of today.

**"Airplane Service" for  
Film Stars on Location**

Airplane service between Camp  
Harold Bell Wright and Tucson,  
Arizona, seventy miles away, was  
one of the time saving devices in-  
augurated by Director Victor Flem-  
ing while on location in Arizona di-  
recting "A Son of His Father."

Because of the tremendous dis-  
tance to the nearest supply source a  
special airplane, piloted by an ex-  
army aviator, was engaged to be at

Baxter in scenes for the production.  
Because of the animal's unusual  
coloring and because of its value, a  
special veterinary was assigned to  
care for the horse during the pic-  
ture's making.

While on location in southern  
Arizona filming the fight scenes for  
the production, Harold Bell Wright  
visited the motion picture camp.  
Wright was attracted by the mount  
and upon the completion of the pic-  
ture the animal was given to him as  
a present from the company.

Raymond Hatton is featured with  
Baxter and Miss Love in the cast of  
"A Son of His Father," coming to  
the... Theatre on.....  
next for a run of... days.

**"Acting Tired" Easy for  
Bessie Love After Trip**

After traveling two days by train,  
seventy miles by mule-back and pass-  
ing a sleepless night, it was unnec-  
essary for Bessie Love to call forth  
her acting ability to appear tired be-  
fore the camera.

In Harold Bell Wright's "A Son of  
His Father," which Victor Fleming  
directed for Paramount, one scene  
called for Miss Love to appear very  
tired after walking a great distance.  
The scene was taken the same day  
the company arrived on location in  
Arizona from Hollywood. To reach  
the location, seventy miles from Tuc-  
son, on the Mexican border, it was  
necessary to travel two days by train  
and seventy miles by mule-back.

After the scene was filmed, Di-  
rector Fleming complimented Miss  
Love by saying it was one of the best

**"A Son of His Father"**  
New Bell Wright Novel

Victor Fleming-Paramount Screen  
Version of Tale Filmed on  
Actual Locations

**THE** Paramount picture, "A Son  
of His Father," produced by  
Victor Fleming from Harold Bell  
Wright's latest "best seller," is  
claimed to be the finest "Western"  
that has ever reached the screen. To  
back up this big claim Paramount  
mentions—

First—the author, Harold Bell  
Wright. Wright's tales of the west  
have gone into more homes than  
those of any other writer. During  
the last eight years his books have  
been read by more than 56,000,000  
people in the United States alone.

Second—the director, Victor Flem-  
ing, who made "Adventure" and  
"The Devil's Cargo." He also made  
"To the Last Man," the first Zane  
Grey-Paramount production. "The  
Call of the Canyon," another Zane  
Grey special, and "Empty Hands"  
are also on his long list of successes.

Then—the cast. Bessie Love,  
Warner Baxter and Raymond Hatton  
are featured in the leading roles.  
Other popular players are Charles  
Stevens, Walter McGrail, Carl Stock-  
dale, Billy Eugene and James Far-  
ley.

In order to have "A Son of His  
Father" historically and geographic-  
ally correct, Fleming took his com-  
pany of two hundred to a location  
seventy miles from Tucson, Arizona,  
a beautiful stretch of wild country,  
within walking distance of the Mex-  
ican border.

All this was in actual keeping with  
the story. To make the production  
even more perfect, men and women  
were engaged right "on the spot" to  
play the minor roles. It is rather  
interesting to think that some of  
these men once might have engaged  
in the actual gorilla-welfare which,  
after the loss of many lives, finally  
ridged the state of cattle smugglers.

**"A Son of His Father"**  
Cattle Smuggling Tale

"A Son of His Father," a Para-  
mount screen version of Harold  
Bell Wright's newest novel of the  
same name, produced by Victor  
Fleming and featuring Bessie Love,  
Warner Baxter and Raymond Hatton  
in the cast, will be the feature at  
the... Theatre on.....next  
to remain for... days.

Miss Love, as Nora O'Shea, after  
the death of her mother in Ireland,  
journeys to Tucson, Arizona to live  
with her brother, a cowboy on the  
ranch owned by "Big Boy" Morgan,  
played by Warner Baxter.

When she arrives at her destina-  
tion, the boy is not there to meet her.  
It develops that he has left the ranch  
to join in with a gang of cattle smug-  
glers and gamblers, headed by one  
Zobester. Morgan, however, receives  
the girl and lies to her about her  
brother.

Morgan gets into a gambling ses-  
sion and loses controlling interest in  
his ranch to Holdbrook (Walter Mc-  
Grail), a tool of Zobester.

In time Nora learns the where-  
abouts of her brother and sets out  
to try to win him back to honesty,  
only to be imprisoned herself by the  
smugglers. It takes "Big Boy" Mor-  
gan and all his men, backed up by  
an entire company of U. S. cavalry

**Stampede Big Scene in  
"A Son of His Father"**

Directing a stampede of one-hun-  
dred horses in one scene was the ac-  
complishment achieved by Victor  
Fleming while on location in South-  
ern Arizona directing Harold Bell  
Wright's "A Son of His Father" for  
Paramount.

The story of "A Son of His  
Father" is one of tremendous sweep  
and has for its basic theme the ter-  
rific battle of the ranchmen on the  
Mexican border against a band of  
smugglers.

To regain a herd of horses stolen  
from him by the band, Warner Baxter  
swoops down upon the rustler's  
headquarters and single handed  
works the animals into a stampede  
so they will charge out of their en-  
closure.

Featured players in "A Son of His  
Father" are Bessie Love, Warner  
Baxter and Raymond Hatton. Other  
players prominent in the picture in-  
clude Walter McGrail, James Farley,  
Valentina Zemina, Carl Stockdale,

the location camp night and day to  
carry supplies and mail to and from  
the location and Tucson, Arizona.

Due to the rough trail the only  
other means of transportation was by  
pack-train. By this method the trip  
required several days. Via the air-  
plane route only one hour was re-  
quired.

Motion picture film made on the  
location during the day was put upon  
the west-bound train in Tucson the  
same evening. In this way it is  
estimated the airplane transportation  
method saved thousand of dollars in  
time to the company.

Featured players in "A Son of His  
Father" are Bessie Love, Warner  
Baxter and Raymond Hatton. The  
picture opens at the... Theatre  
next.....

**Present Author With  
Prize Movie Mount**

Upon the completion of the filming  
of "A Son of His Father", Pegasus,  
a snow white horse used in the pro-  
duction, was presented to Harold  
Bell Wright, author of the story.

The horse, known to be one of the  
finest in western United States was

acted scenes he had witnessed. Miss  
Love declared she wasn't acting at  
all but merely thinking of how tired  
she really was.

Warner Baxter and Raymond Hat-  
ton are featured with Miss Love in  
the cast of "A Son of His Father,"  
the first Harold Bell Wright story  
screened as a Paramount picture.  
Walter McGrail, Charles Stevenson  
and others just as well known ap-  
pear in the supporting cast.

**Raymond Hatton Victim  
Of "Hollywood Rompers"**

Believe it or not, the craze for  
"Hollywood rompers" never caught  
up to Raymond Hatton until the vet-  
eran character actor was cast in a  
featured role in the Paramount pic-  
ture, "A Son of His Father," a screen  
version of Harold Bell Wright's new-  
est novel of the southern Arizona  
border.

Hatton donned his first pair of  
golf trousers for his role of a neuras-  
themic dandy from Philadelphia who  
goes west for his health. He finds it  
—with thrills galore thrown in for  
good measure. Advance reports have  
it that it's a finer part than even his  
role in Jack London's "Adventure".



To film the story in keeping with its atmosphere, Paramount dispatched an entire company of almost two hundred persons to a location seventy miles from Tucson, Arizona, and but a few miles from the Mexican border. Not far from this location the real incident occurred.

The story of "A Son of His Father" is the fascinating one of the changing west and concerns a desperate uphill battle against invading smugglers who attempt to gain possession of a ranch. Many of the extra players engaged on the location actually took part in the real encounter between the ranchmen and the smugglers.

Featured players in the production are Bessie Love, Warner Baxter and Raymond Hatton. The story was adapted for the screen by Anthony Coldewey. Walter McGrail heads the supporting cast which includes Charles Stevens, Carl Stockdale, Billy Eugene, James Farley, Valentina Zemina and George Kuwa.

There's heart interest and comedy mixed with the thrills in this greatest "western" of them all—the first Harold Bell Wright story made into a Paramount picture. And it's done in real Paramount style!

## Arizona the Scene of "A Son of His Father"

The setting of the new Victor Fleming production for Paramount, "A Son of His Father," adapted for the screen by Anthony Coldewey from Harold Bell Wright's best selling novel by that name, is the fascinating one of the changing west as it noticeably shifts in the brief lapse of time between father and son.

Bessie Love, Warner Baxter and Raymond Hatton are featured in the cast of the production, a stirring tale of the Arizona border with the plot woven around a band of cattle smugglers that is over-running the state. One of the big scenes shows a stampede of more than one-hundred horses.

The time is the present, but the band by its daring has transformed the civilized into the primitive. There are heart-interest and sympathy mingled with thrills and comedy.

Walter McGrail, recently seen in the Jack London story, "Adventure," heads the strong supporting cast. Other big names are Charles Stevenson, Carl Stockdale, James Farley and Billy Eugene.

"A Son of His Father" is the first Harold Bell Wright novel to be screened by Paramount—and it's done in true Paramount style.

## Walter McGrail "Heavy" In "Son of His Father"

Everybody takes a wallop at Walter McGrail.

Playing the role of a villain in Harold Bell Wright's "A Son of His Father," which Victor Fleming directed for Paramount, Walter McGrail celebrated his hundredth motion picture knock-down while on location in Southern Arizona.

The honor of scoring the hundredth blow goes to Warner Baxter, playing a featured role in the production with Bessie Love and Raymond Hatton.

"I guess I've been knocked down and kicked around more than anybody else on the screen," says McGrail. "I very seldom suffer a quick death. Usually I'm batted around through four or five reels of the picture. My chin has been struck by some of the most famous actors in the industry. Sometimes it hurts, too. But I got revenge once. One actor broke a knuckle hitting me."

"A Son of His Father," a story of cattle smuggling on the Southern Arizona border, is the first Harold Bell Wright story to reach the screen as a Paramount picture. Anthony Coldewey made the adaptation. Charles Stevens, James Farley, George Kuwa and others appear in the supporting cast.

## "In Love With Love"

That's what Warner Baxter is in the Victor Fleming-Paramount production, "A Son of His Father," by Harold Bell Wright, author of "When a Man's a Man," "The Mine With the Iron Door," etc.

Here's what it's all about. Warner Baxter, Bessie Love and Raymond Hatton are featured in the leading roles in the production. Miss Love, playing Nora O'Shea, after the death of her mother in Ireland, comes to live with her brother, a cowboy on Baxter's ranch. Baxter, cast in the role of "Big Boy" Morgan, sees her—and, well, he just falls "in love with Love."

ANSLEY, SEYMOUR	1610 Davenport St.	Omaha, Neb.
BALSLEY, LEE D.	265 South Front Street	Memphis, Tenn.
BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Millwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
FRANKLIN, KENTON	514 West Grand Ave.	Oklahoma City, Okla.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MALONE, TED	211 South Mint Street	Charlotte, N. C.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MEINDELSSOHN, WILLIAM	1219 Vine St.	Philadelphia, Pa.
MCINERNEY, JOHN E.	206 Victoria St.	Toronto, Can.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E. 2nd South St.	Salt Lake City, Utah
PUTNAM, LUTHER L.	501 Soledad Street	San Antonio, Tex.
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	116 W. Michigan St.	Indianapolis, Ind.
WIST, JAMES M.	110 North Lee St.	Jacksonville, Fla.
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
WRIGHT, WILLIAM H.	251 N. 5th St.	Columbus, Ohio
ZELTNER, IRWIN	1563 E. 21st St.	Cleveland, Ohio

# Press Reviews

## "A Son of His Father"

If Horace Greeley had lived in the twentieth century, his famous bit of advice might have been heeded by twice as many youths. If Horace had seen a western picture like "A Son of His Father" which opened at the Theatre last night, he might have "gone west" himself. Such beauty of scenery has never been seen before.

The story, written by Harold Bell Wright, was photographed on the actual locale the author mentions in his book. Arizona with its rolling plains of arid wastes, the grand canyon and the majestic Colorado flowing through it—all these are shown. Just seeing them would make your evening at the movies a success.

But when this gorgeous wild country serves as a background for one of the most interesting stories that has ever been photographed, one's cup of joy should be filled to overflowing. "A Son of His Father" is Wright at his best. Real men, not the cow-boys of imagination are shown.

A scene showing a troop of United States cavalry coming to the rescue of the hero and heroine will make you want to rise right out of your seat and cheer. The stampede of a hundred horses from the smuggler's corral puts over a thrill. The swooping down of the smugglers on a victim's cattle crams some more action into a picture already jammed full of rip-roaring pep.

"When Paramount makes a 'Western,' it becomes a 'Western' in the real sense of the word."

And what a cast! Remember Warner Baxter the good looking hero of "Rugged Water"? This puts him in the first western role he's ever had, and maybe he doesn't make good. Bessie Love the heroine of "The Lost World" is little Nora O'Shea a girl from "the old sod". Raymond Hatton as Charlie Grey, an invalid from the East, trying to get well on a diet of eggs and milk, has one of the best comedy character roles of his career. All three are featured.

The supporting cast, is the kind of a villain one thinks is undeserving of the hard knocks he gets.

Victor Fleming, producer of "Code of the Sea," "To The Last Man" and other dramas of outdoor life, put everything into making this one stand above them all.

Anthony Coldewey adapted the story to the screen.

## New Bell Wright Novel Feature at the Rialto

Young Lochinvar's come out of the west. And with him, he's brought the best "western" of the year. In this case Victor Fleming, well-known producer of movie thrill-dramas is our Lochinvar, and the name of his picture is "A Son of His Father."

Harold Bell Wright, the favorite author of millions of Americans, wrote the story. After seeing it on the screen the secret of his popularity is easily seen. There is never a quiet moment or the least drag in the action. "Big Boy" Morgan, the "Son"; Nora, the girl who comes to find her brother; Charlie Grey, the sick friend; Holdbrook, the villain; Zobester, the head of the smugglers, and all the rest are just such people as one is apt to meet every day.

It is the tale of cattle rustlers and

their never ending quarrel with the ranchers. Morgan is a young rancher who has sworn to clear Arizona of those men who over-run it. Then—little Nora, a young Irish girl arrives on the scene.

Morgan asks her to stay at his house till her brother returns. He tells her that he has gone to the hills after some cattle. In reality he has joined the smugglers. A tale of intense drama ensues.

The beauty of the surroundings and the fast action of this tale will rouse you as nothing else ever has. It is entertainment with a capital "E".

A fine cast is headed by Warner Baxter, Bessie Love and Raymond Hatton. Other players include Walter McGrail, Carl Stockdale, Billy Eugene, James Farley, Charles Stevens, Valentina Zemina and George Kuwa.

Victor Fleming the producer of "Empty Hands," "Adventure" and "The Devil's Cargo" directed "A Son of His Father." Anthony Coldewey, scenarized Wright's novel. It's a Paramount Picture at the Theatre all this week.

## A Short One

Harold Bell Wright's latest and best novel—

Produced for Paramount by the man who made "Adventure" and "Empty Hands"—

Featuring Bessie Love, Warner Baxter and Raymond Hatton.

"A Son of His Father," the feature at the Theatre this week is a Victor Fleming production, a tale of cattle smuggling along the southern Arizona border. The time is the present.

Walter McGrail, Charles Stevens, James Farley, Carl Stockdale, and others appear in the supporting cast of the production which was written for the screen by Anthony Coldewey.

## Kidnapped by Bandits —Rescued by Troopers

That's Bessie Love's experience in the Victor Fleming-Paramount production, "A Son of His Father," which comes to the Theatre on.....

As Nora O'Shea, guest at the ranch of "Big Boy" Morgan in Arizona, Miss Love goes up into the hills to find her brother who has become entangled with a gang of cattle smugglers. When she arrives, she is herself imprisoned and carried off to Mexico.

Morgan, who catches wind of the affair, follows. Things look bad for the two of them with his arrival until a troop of U. S. cavalry comes to the rescue. It's a great scene, resulting in the breaking up of the band of rustlers, the wayward brother being killed in the fracas while trying to protect Morgan.

And this is but one of many thrill scenes, of wild riding and old-fashioned gun-play in the picture, adapted for the screen by Anthony

Love in the role of the Irish miss, Nora O'Shea who, after the death of her moth, journeys to Tucson, Arizona to live with her brother on a ranch, plays a part superior to anything she has ever done before. It was in this type of role that Miss Love made her first appearance. According to advance reports you'll fall in love with Love in this picture.

Warner Baxter appears for the first time in a western role in this picture. Not, however, in a wild and wooly cowboy role, but rather as a westerner really is.

Raymond Hatton—you remember him in "Adventure"—and "In the Name of Love"—as Baxter's college chum, Charlie Grey from Philadelphia, has a part of unusual importance—a part that enables him to be even funnier than the fans found him in either of the two aforementioned pictures.

Walter McGrail stands out at the head of the strong supporting cast in a more or less "heavy" role. Charles Stevens, Carl Stockdale, Billy Eugene, Valentina Zemina and George Kuwa all have true-to-type roles.

It was Victor Fleming who directed the first Zane Grey-Paramount production, "To the Last Man." You know what he did with that! Now see how he has handled Harold Bell Wright's latest and finest story of the ever-changing west.

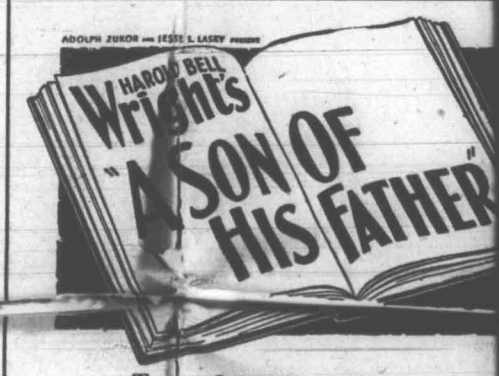
## Stampede Big Scene in "A Son of His Father"

Directing a stampede of one-hundred horses in one scene was the accomplishment achieved by Victor Fleming while on location in Southern Arizona directing Harold Bell Wright's "A Son of His Father" for Paramount.

The story of "A Son of His Father" is one of tremendous sweep and has for its basic theme the terrific battle of the ranchmen on the Mexican border against a band of smugglers.

To regain a herd of horses stolen from him by the band, Warner Baxter swoops down upon the rustler's headquarters and single handed works the animals into a stampede so they will charge out of their enclosure.

Featured players in "A Son of His Father" are Bessie Love, Warner Baxter and Raymond Hatton. Other players prominent in the picture include Walter McGrail, James Farley, Valentina Zemina, Carl Stockdale, Billy Eugene and Charles Stevens.



## He Beat the Dutch!

Yes sir, he beat the Americans, the Portuguese and the Greeks. He beat them all. It's this way. George Kuwa has played more Chinese roles on the screen than any other actor.

It really is quite ridiculous because Kuwa is not a citizen of China at all. He is one hundred per cent Japanese. To the ordinary eye there doesn't seem to be much difference between citizens of the two countries but George explains it in these words, "Japanese are different. We are trained for the army, and walk with head back and chest thrown out. The Chinaman lacks this training. He is round shouldered and walks with a shuffle."

Kuwa's latest screen appearance is in the Victor Fleming production, "A Son of His Father," a Paramount screen version of Harold Bell Wright's newest and most popular novel. Bessie Love, Warner Baxter and Raymond Hatton are featured in the principal roles.

Coldewey from Harold Bell Wright's latest and greatest "best-seller".

Baxter and Miss Dove are featured with Raymond Hatton in the leading roles of the picture which, according to advance reports, is A-1.

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Raymond Hatton completes the trio of players featured in the principal roles of the production, written for the screen by Anthony Coldewey. Other big names in the cast are Walter McGrail, in a "heavy" role; Charles Stevens, James Farley, Billy Eugene, Carl Stockdale, Valentina Zemina and George Kuwa.

"A Son of His Father," which will be shown at the..... Theatre on....., is the newest and finest novel by one of the most popular western authors of today.

### "Airplane Service" for Film Stars on Location

Airplane service between Camp Harold Bell Wright and Tucson, Arizona, seventy miles away, was one of the time saving devices inaugurated by Director Victor Fleming while on location in Arizona directing "A Son of His Father."

Because of the tremendous distance to the nearest supply source a special airplane, piloted by an ex-army aviator, was engaged to be at the location camp night and day to carry supplies and mail to and from the location and Tucson, Arizona.

Due to the rough trail the only other means of transportation was by pack-train. By this method the trip required several days. Via the airplane route only one hour was required.

Motion picture film made on the location during the day was put upon the west-bound train in Tucson the same evening. In this way it is estimated the airplane transportation method saved thousand of dollars in time to the company.

Featured players in "A Son of His Father" are Bessie Love, Warner Baxter and Raymond Hatton. The picture opens at the..... Theatre next.....

the location camp night and day to carry supplies and mail to and from the location and Tucson, Arizona.

Due to the rough trail the only other means of transportation was by pack-train. By this method the trip required several days. Via the airplane route only one hour was required.

Motion picture film made on the location during the day was put upon the west-bound train in Tucson the same evening. In this way it is estimated the airplane transportation method saved thousand of dollars in time to the company.

Featured players in "A Son of His Father" are Bessie Love, Warner Baxter and Raymond Hatton. The picture opens at the..... Theatre next.....

### Present Author With Prize Movie Mount

Upon the completion of the filming of "A Son of His Father", Pegasus, a snow white horse used in the production, was presented to Harold Bell Wright, author of the story.

The horse, known to be one of the finest in western United States was used by Bessie Love and Warner

ture's making.

While on location in southern Arizona filming the fight scenes for the production, Harold Bell Wright visited the motion picture camp. Wright was attracted by the mount and upon the completion of the picture the animal was given to him as a present from the company.

Raymond Hatton is featured with Baxter and Miss Love in the cast of "A Son of His Father," coming to the..... Theatre on..... next for a run of.... days.

### "Acting Tired" Easy for Bessie Love After Trip

After traveling two days by train, seventy miles by mule-back and passing a sleepless night, it was unnecessary for Bessie Love to call forth her acting ability to appear tired before the camera.

In Harold Bell Wright's "A Son of His Father", which Victor Fleming directed for Paramount, one scene called for Miss Love to appear very tired after walking a great distance. The scene was taken the same day the company arrived on location in Arizona from Hollywood. To reach the location, seventy miles from Tucson, on the Mexican border, it was necessary to travel two days by train and seventy miles by mule-back.

After the scene was filmed, Director Fleming complimented Miss Love by saying it was one of the best acted scenes he had witnessed. Miss Love declared she wasn't acting at all but merely thinking of how tired she really was.

Warner Baxter and Raymond Hatton are featured with Miss Love in the cast of "A Son of His Father," the first Harold Bell Wright story screened as a Paramount picture. Walter McGrail, Charles Stevenson and others just as well known appear in the supporting cast.

### Raymond Hatton Victim Of "Hollywood Rompers"

Believe it or not, the craze for "Hollywood rompers" never caught up to Raymond Hatton until the veteran character actor was cast in a featured role in the Paramount picture, "A Son of His Father," a screen version of Harold Bell Wright's newest novel of the southern Arizona border.

Hatton donned his first pair of golf trousers for his role of a neurotic dandy from Philadelphia who goes west for his health. He finds it—with thrills galore thrown in for good measure. Advance reports have it that it's a finer part than even his role in Jack London's "Adventure".

Victor Fleming, who made "Adventure," "To the Last Man," "Empty Hands," etc., directed this one also. Hatton is featured with Bessie Love and Warner Baxter. Walter McGrail heads the supporting cast.

### "Open Spaces" For Mine, Says Victor Fleming

"Give me the open spaces any day of the year," says Victor Fleming, Paramount director whose latest picture, "A Son of His Father" comes to the..... Theatre on.....

"I like to shoot my pictures away from the armament of the Klieg lights. No matter how far..... facilities have advanced since I entered pictures, they never hold any feeling of realness for me.

"When I see a studio tree, no matter how natural it may look to the spectator's eye, I know there's something missing. I like to feel there's live sap running through its limbs, and when I see the property man putting it up, I know that's impossible.

"There are some directors who think a glass enclosed studio the only place in which to work. To me, any location is ideal that has the grass for a floor and the sky as a roof.

"It may appear strange that most of my pictures have been of the outdoor variety, those that take one out into "the great open spaces where men are men." But those same open spaces affect me the same way. Out there is the only place I really feel like an honest-to-goodness man.

"In the past I have directed three Zane Grey "Westerns", also "Code of the Sea", "Adventure", "Empty Hands" and "The Devil's Cargo". I don't know which I enjoyed making most, but I do know that "A Son of His Father" is well up and beyond anything I have ever attempted before."

"A Son of His Father" was adapted for the screen by Anthony Coldewey from the "best-seller" novel of the same name by Harold Bell Wright, author of "The Mine With

been read by more than 50,000,000 people in the United States alone.

Second—the director, Victor Fleming, who made "Adventure" and "The Devil's Cargo." He also made "To the Last Man", the first Zane Grey-Paramount production. "The Call of the Canyon," another Zane Grey special, and "Empty Hands" are also on his long list of successes.

Then—the cast. Bessie Love, Warner Baxter and Raymond Hatton are featured in the leading roles. Other popular players are Charles Stevens, Walter McGrail, Carl Stockdale, Billy Eugene and James Farley.

In order to have "A Son of His Father" historically and geographically correct, Fleming took his company of two hundred to a location seventy miles from Tucson, Arizona, a beautiful stretch of wild country, within walking distance of the Mexican border.

All this was in actual keeping with the story. To make the production even more perfect, men and women were engaged right "on the spot" to play the minor roles. It is rather interesting to think that some of these men once might have engaged in the actual gorilla-welfare which, after the loss of many lives, finally ridded the state of cattle smugglers.

### "A Son of His Father" Cattle Smuggling Tale

"A Son of His Father," a Paramount screen version of Harold Bell Wright's newest novel of the same name, produced by Victor Fleming and featuring Bessie Love, Warner Baxter and Raymond Hatton in the cast, will be the feature at the..... Theatre on..... next to remain for.... days.

Miss Love, as Nora O'Shea, after the death of her mother in Ireland, journeys to Tucson, Arizona to live with her brother, a cowboy on the ranch owned by "Big Boy" Morgan, played by Warner Baxter.

When she arrives at her destination, the boy is not there to meet her. It develops that he has left the ranch to join in with a gang of cattle smugglers and gamblers, headed by one Zobester. Morgan, however, receives the girl and lies to her about her brother.

Morgan gets into a gambling session and loses controlling interest in his ranch to Holdbrook (Walter McGrail), a tool of Zobester.

In time Nora learns the whereabouts of her brother and sets out to try to win him back to honesty, only to be imprisoned herself by the smugglers. It takes "Big Boy" Morgan and all his men, backed up by an entire company of U. S. cavalry to rescue her. The brother dies protecting Morgan. Holdbrook, the gambler, gives up his interest in heart and gives up his interest in the ranch to the girl, knowing that she loves Morgan.

Every scene of the production was taken on the exact locale described by the author in his novel. Paramount set a high standard for outdoor pictures with its Zane Grey production. The same high standard has been maintained in bringing Wright's splendid western thriller to the screen.

Besides McGrail other well known players in the strong supporting cast of the production are Charles Stevens, Carl Stockdale, in the role of Zobester; Billy Eugene, James Farley, Valentina Zemina and George Kuwa. Anthony Coldewey wrote the screen play.

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### Hatton Well Cast in "A Son of His Father"

Raymond Hatton doesn't want to see an egg for the next year.

Playing the part of an invalid who comes west for his health in Harold Bell Wright's "A Son of His Father," which was made on location in southern Arizona, Hatton was required in many scenes to drink egg-nog and eat fried and boiled eggs. As the scenes had to be taken a number of times, the actor was required to go through the process again and again.

A special arrangement was finally made whereby Hatton was not forced to eat eggs outside of working hours.

Featured players in "A Son of His Father," which was directed by Victor Fleming, are Bessie Love, Warner Baxter and Raymond Hatton. The picture begins a.... days' engagement on..... at the..... Theatre.

the Iron Door," etc. Bessie Love, Warner Baxter and Raymond are featured in the cast. Walter McGrail, Charles Stevens, James Farley and others play in support.



Two-column Supplementary Press Ad 2AS

### He Beat the Dutch!

Yes sir, he beat the Americans, the Portugese and the Greeks. He beat them all. It's this way. George Kuwa has played more Chinese roles on the screen than any other actor.

It really is quite ridiculous because Kuwa is not a citizen of China at all. He is one hundred per cent Japanese. To the ordinary eye there doesn't seem to be much difference between citizens of the two countries but George explains it in these words, "Japanese are different. We are trained for the army, and walk with head back and chest thrown out. The Chinaman lacks this training. He is round shouldered and walks with a shuffle."

Kuwa's latest screen appearance is in the Victor Fleming production, "A Son of His Father," a Paramount screen version of Harold Bell Wright's newest and most popular novel. Bessie Love, Warner Baxter and Raymond Hatton are featured in the principal roles.

Coldewey from Harold Bell Wright's latest and greatest "best-seller".

Baxter and Miss Dove are featured with Raymond Hatton in the leading roles of the picture which, according to advance reports, is A-1.

### Salary—Board and Lodging

Such were the wages Raymond Hatton received for his first stage job! And he ran away from home to get that!

Hatton was working at the time on a farm not far from St. Louis. He left the old homestead and joined a cheap stock company, playing boy comedy roles.

This is just another example of the long hard paths modern movie stars had to walk on yesterday in order to win their present success. Today, Hatton is one of the best paid character actors on the screen, and always in demand. He figured in "Java Head," "Contraband" and "Adventure."

Fans will remember him best for his fine character portrayals in "Adventure," "In the Name of Love" and "The Thundering Herd". His latest picture is the Paramount screen version of Harold Bell Wright's "A Son of His Father," adapted for the screen by Anthony Coldewey and directed by Victor Fleming.

Bessie Love and Warner Baxter are featured with Hatton in the cast of the picture, which is due..... at the.....

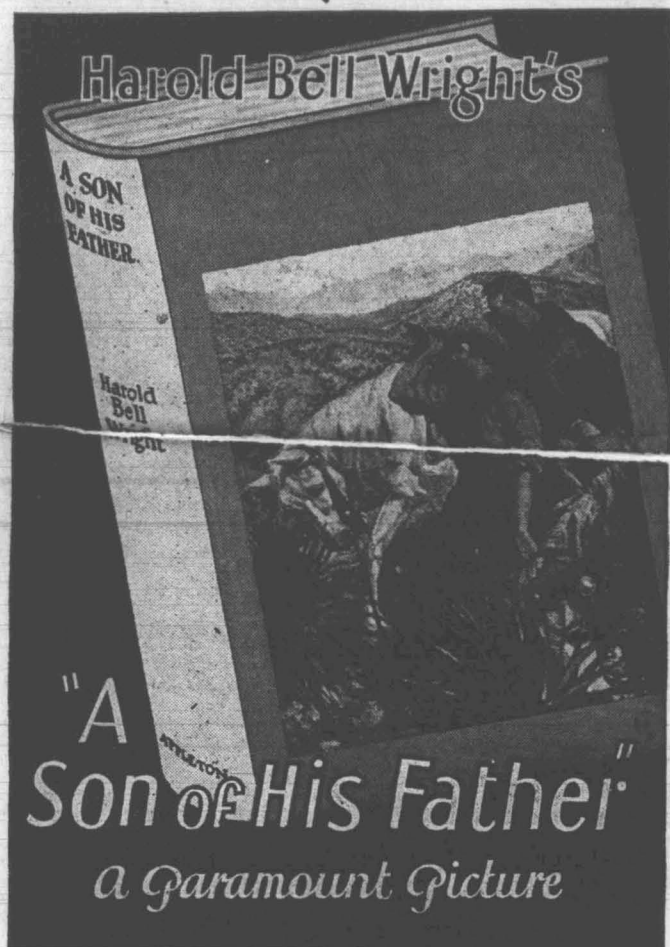




# Harold Bell Wright's "A Son of His Father"

## PARAMOUNT PAPER THAT PAYS

"If It's Worth Running, It's Worth Advertising"



### Colored Herald

To the left is illustrated the cover of the attractive four-page colored herald on "A Son of His Father."

Double-page center spread

contains a novel layout of scenes and catchy copy.

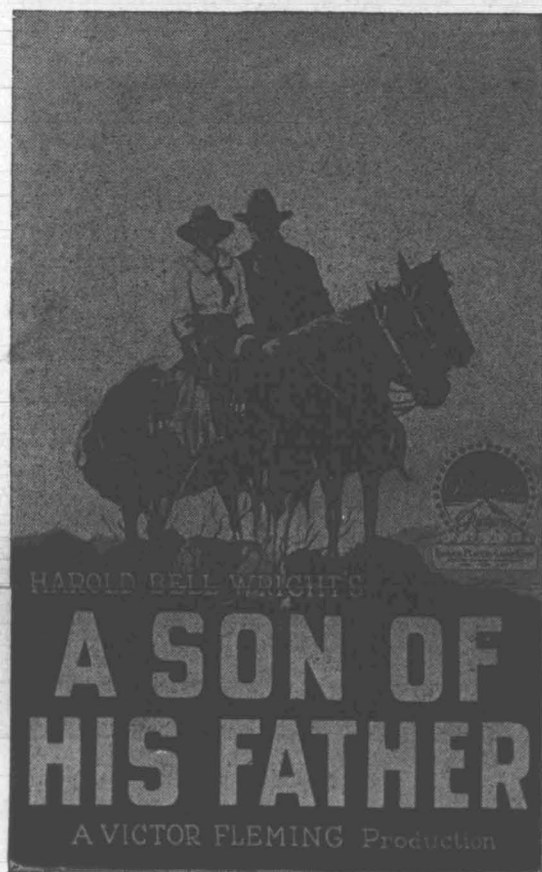
Back page blank for theatre name, play dates, etc.

Only \$4.00 per 1,000.

Samples at exchanges.



Colored Insert Card



Window Card

### Advertising Price List

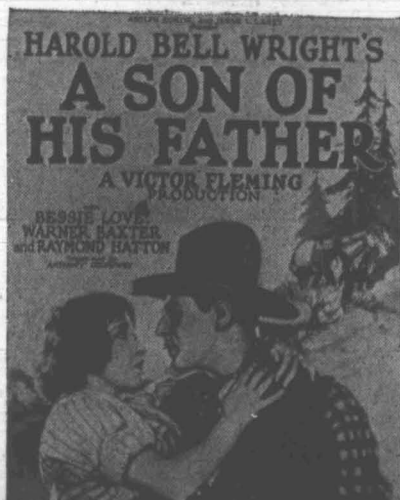
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FOR OUTDOOR ADVERTISING—POSTERS	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
3' x 10' Banner.....	2.00
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored) (2 styles).....	.40
11 x 14 Set of Eight (Colored).....	.60
FOR NEWSPAPER ADS—ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (two column).....	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Two Column Supplementary.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Combination Lobby Frames.....	2.00
Cardboard Frames for Stills.....	.15
Herald, per thousand.....	4.00
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos.....	.10

Trailers—National Screen Service  
126 W. 46th St., New York City  
845 So. Wabash Ave., Chicago, Ill.  
917 So. Olive St., Los Angeles, Cal.  
PRESS BOOKS AND MUSIC CUES ARE GRATIS.



Announcement Slide



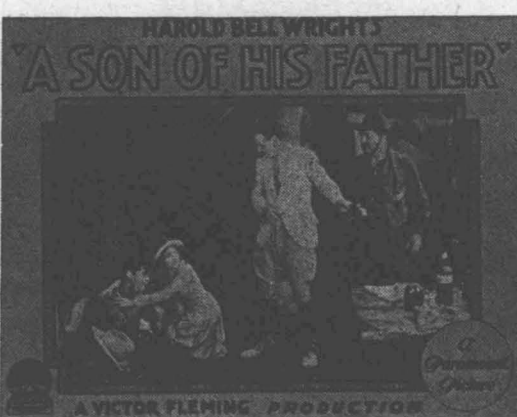
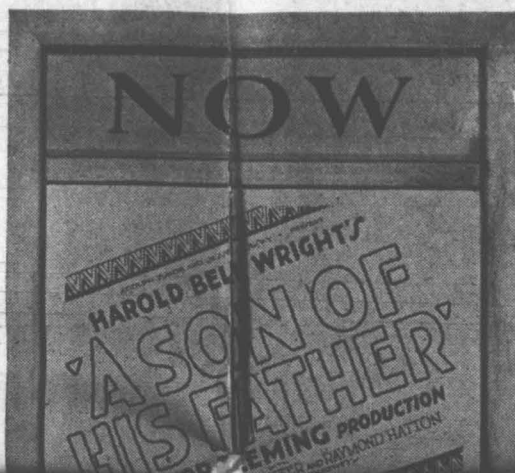
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



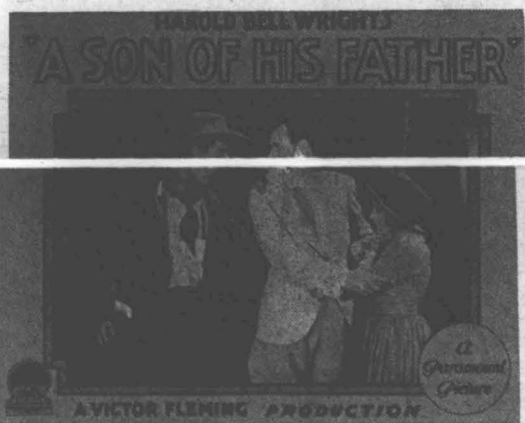


# ll Wright's "A Son of His Father" APER THAT PACKS THE PUNCH

Worth Running, It's Worth Advertising"

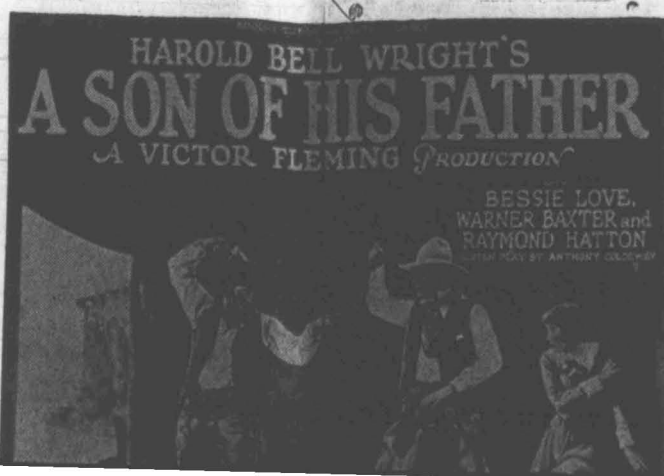


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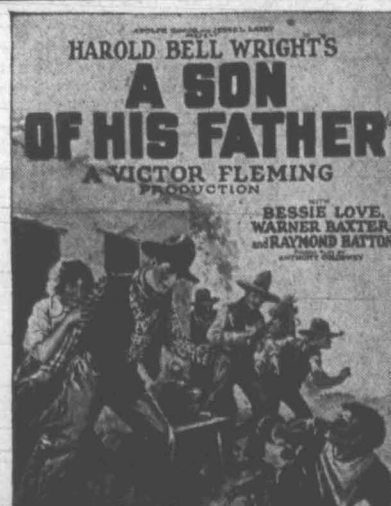


EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

Announcement Slide



Put the picture over the top by putting posters over the town. Here are real business-getters!





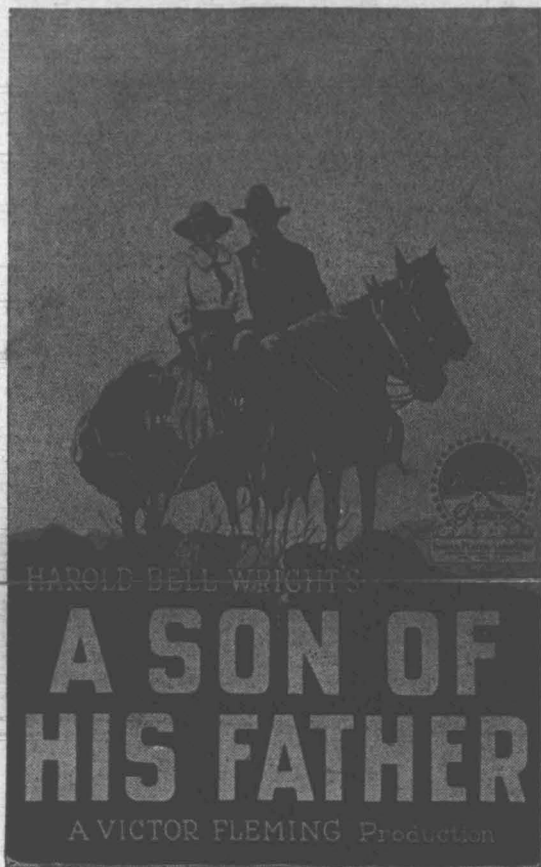
# Son of His Father

a Paramount Picture

name, play dates, etc.

Only \$4.00 per 1,000.

Samples at exchanges.



Window Card

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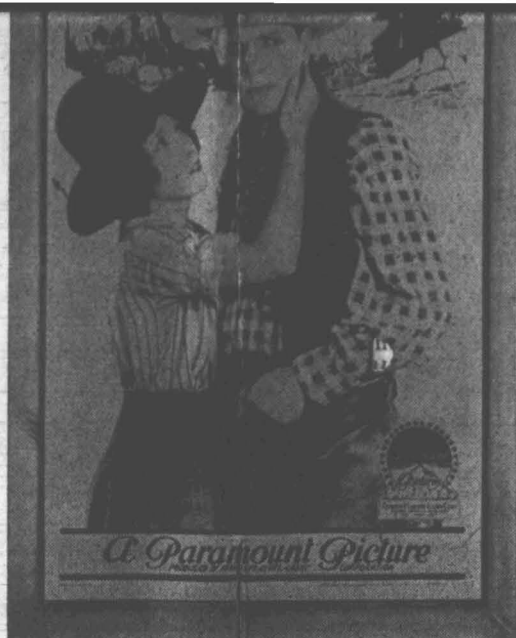
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One Column.....	.05
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Herald, per thousand.....	4.00
Window Card.....	.97
Announcement Slide.....	.15
Publicity Photos.....	.10

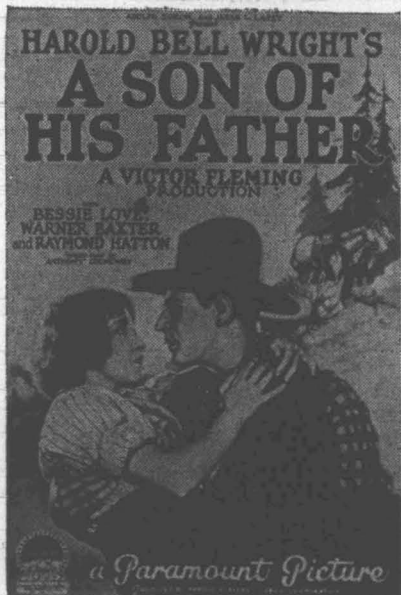
Trailers—National Screen Service  
126 W. 46th St., New York City  
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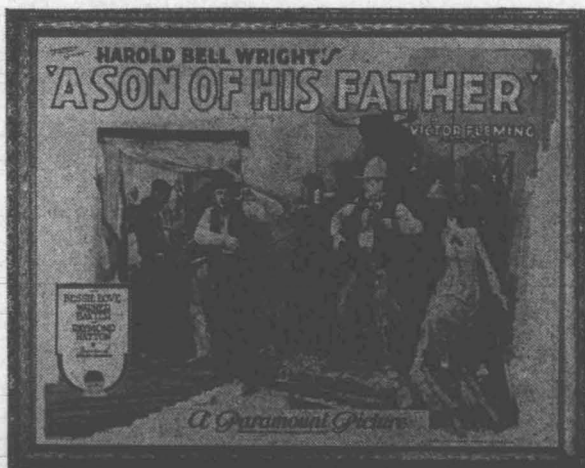


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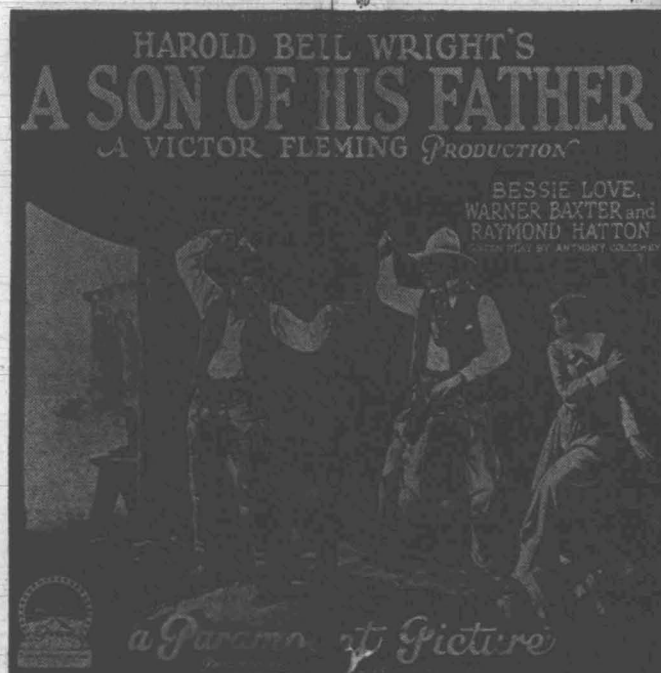


One Sheet Poster 1A

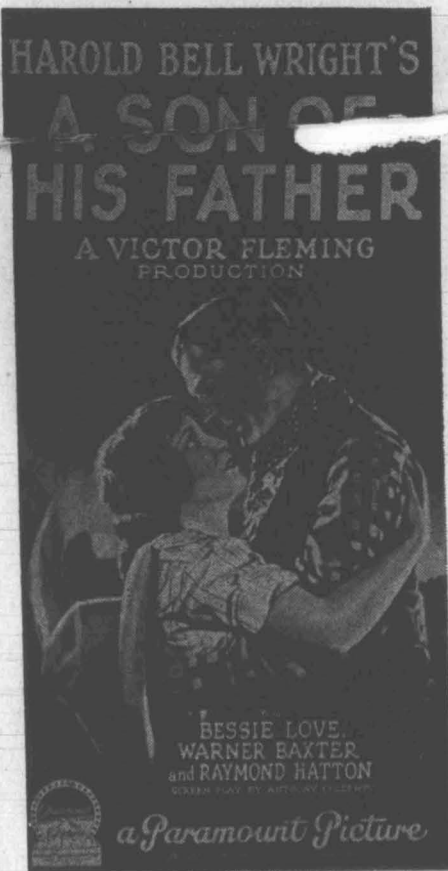
Don't keep the pictures you run  
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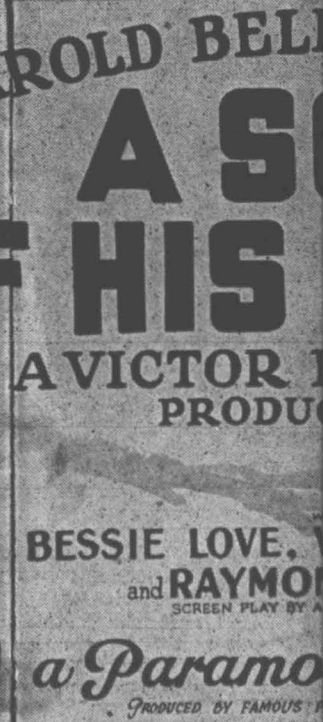
Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A





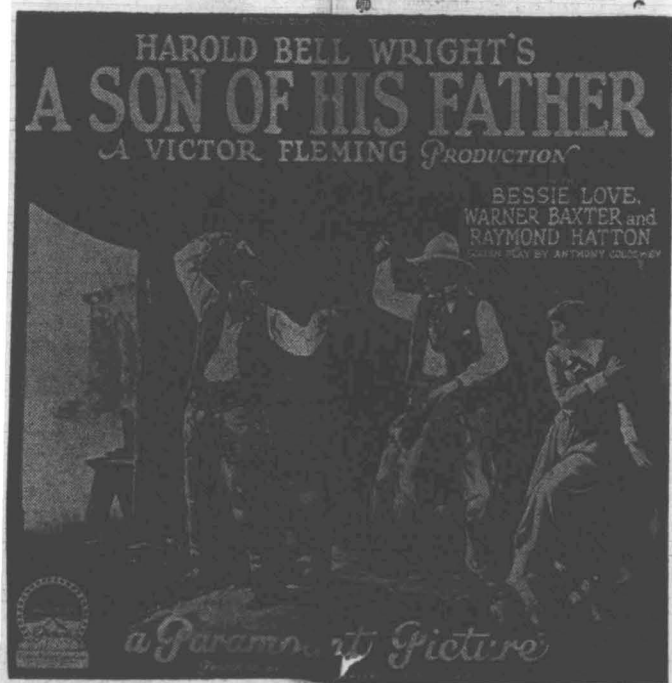


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EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

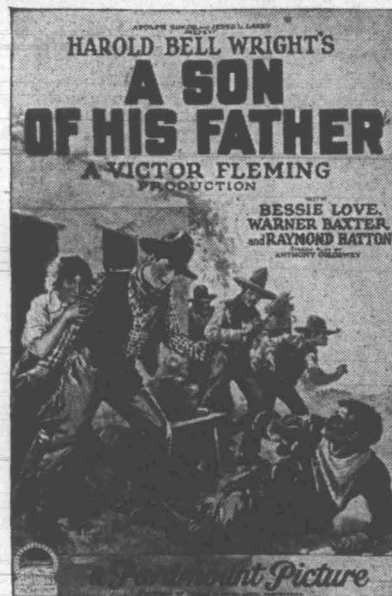
Announcement Slide



Six Sheet Poster 6A



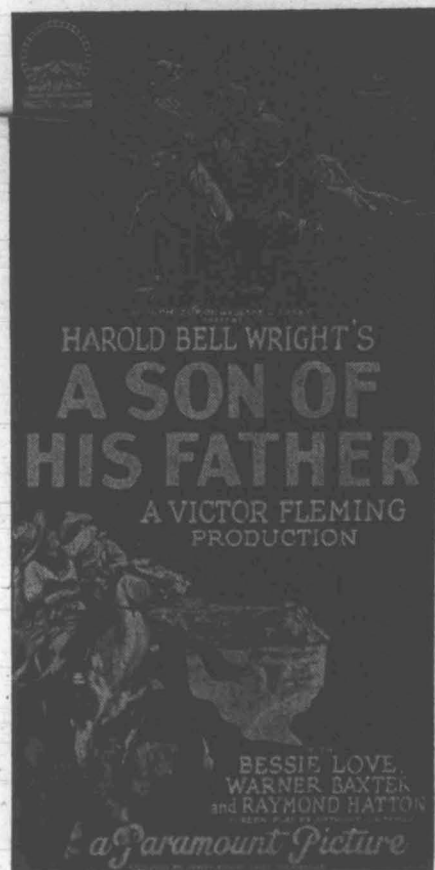
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One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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